



Expanding Your Influence

Understanding the Psychology
of Persuasion

Influencing Skills

Expanding Your Influence

Understanding the Psychology of Persuasion

Learn the key principles of persuasion and how to build your influence in your organization.

Highlights

- Use the Influence Model to identify and the major categories of the Laws of Persuasion.
- Practice and use the Pre-Persuasion Checklist to prepare for a situation where you need to influence a colleague.

Key Competences

- Persuasion and Influence
- Getting buy-in
- Understanding decision making
- Balancing emotion & logic
- Applying ethical approaches
- Negotiating & managing

The Right Programme for You

You are a manager in sales, project management, purchasing, marketing etc. and you want to understand the psychological principles behind how people make the right decisions in business.

Managers



Learn, Practice and Use

- **Explore** the psychology behind persuasion & influencing
- **Motivate** others to say "YES!" the first time around
- **Discover** what prompts people to say yes or no in business situations
- **Overcome** objections before they happen
- **Customize** persuasion techniques for every situation in your business role
- **Read** body language easily
- **Role-play** a solution to your biggest influence challenge at work
- **Learn** tactics to protect yourself from unethical behaviour
- **Prepare** to influence in a business situation by using the Pre-Persuasion Checklist
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



2 days
€2,950

Live Online



3 x 3-hour sessions
€2,150

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

Programme Modules

1

Overview of Influence and Persuasion

- Define persuasion and influence
- Describe the foundation principles of persuasion
- Explain the laws of persuasion
- Identify the major categories of the laws of persuasion (i.e., the influence Model)

2

Appealing to Human Nature and Fulfilling Emotional Needs

- Describe the subconscious triggers that influence a person's decision making process, behaviors, and reactions
- Explain the laws of persuasion as they pertain to appealing to human Nature and fulfilling emotional needs
- Select and apply the appropriate law(s) of persuasion in any given situation
- Recognize the implications of unethical approaches to using these laws

3

Shaping Persuasions

- Recognize the impact of first impressions on other people and of positive Versus negative verbal and nonverbal communication
- Explain the laws of persuasion that shape people's perceptions
- Select and apply the appropriate law(s) of persuasion to any given situation
- Recognize the implications of unethical approaches to using these laws
- Apply the laws of persuasion back on the job

4

Involving to Persuade

- Explain the law of involvement and how it affects your ability to persuade others
- Apply this law of persuasion to your job

5

Creating Discomfort

- Explain how the laws that create discomfort affect your ability to persuade others
- Apply the appropriate law(s) of persuasion to a given situation
- Describe connections between those laws that create discomfort and those that shape perceptions
- Recognize the implications of unethical approaches to using these laws
- Apply the laws that create discomfort back on the job
- Explain how the laws that create discomfort affect your ability to persuade others
- Apply the appropriate law(s) of persuasion to a given situation
- Describe connections between those laws that create discomfort and those that shape perceptions
- Recognize the implications of unethical approaches to using these laws
- Apply the laws that create discomfort back on the job

6

Balancing Emotions and Logic

- Explain the law of balance and how it affects your ability to persuade others
- Apply the law of balance back on the job

7

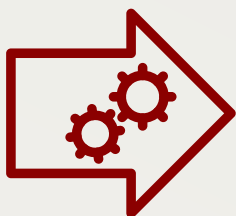
Putting It All Together—Using the Pre-Persuasion Checklist

- Use the pre-persuasion checklist to effectively determine the appropriate law(s) of persuasion for a given business situation
- Apply the laws of persuasion back on the job



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

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