

Influencing, Impact and Presence

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In business we need to be able to influence others to adopt new ideas and drive behavioural change. New ideas are only achievable once others agree, adopt and apply them. Our personal impact and presence has consequences on the types of relationships we develop. We are constantly communicating, but are we always communicating the messages that we intend to?



This course will increase your awareness of behaviours and build your confidence and ability in managing networking communications. You will learn skills for communicating powerfully, sending clear messages, and conducting challenging conversations, without damaging potential relationships. The objective of this two-day workshop is to provide you with the strategies and skills to improve your ability to motivate and achieve objectives. You will gain the understanding of:

- Motives that drive behaviour
- Influence approaches
- Your individual style and that of others
- Building rapport
- Methods to reduce resistance and potential conflict
- Influence strategies currently used
- Ways to improve the use of strategies
- Response styles to achieve your communication goals
- Manage entrances and exits from groups
- Understand the impact of non verbal communication
- Build behaviours and attitudes to improve your influencing network

Who Will Benefit?

Anyone who needs to influence others on a regular basis in order to achieve objectives

Course Outline

- What is persuasion and influence
- The importance of pull and push influencing styles
- The need for influence to achieve objectives
- Understanding what motives and influences behaviour
- Power bases for influence
- Influence strategies and techniques
- Dealing with resistance
- Influencing downward, upward, and laterally

Continued...



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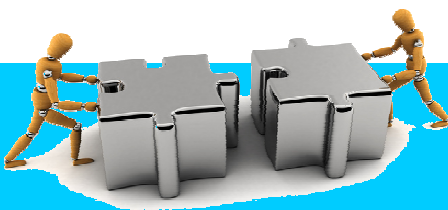
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- Changing your influence strategies
- Rapport and how to build it
- Creating interest in yourself and your business
- Creating a vision
- Finding common ground
- Pace, tone, pitch and loudness
- Listening to understand and not just to respond
- Asking quality questions
- Powerful delivery methods to communicate your view



Duration

2 Days



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