Influence and Persuasion

This advanced full day workshop extends and deepens communication skills, exploring ways to use communication as a precise and effective tool for persuasion and influence.

Participants will learn the psychological principles behind persuasion and influence, in order to become more effective in their interactions with others, or to allow them to recognise persuasion strategies when utilised by others on them.

This is an idea-packed, fast paced workshop, filled with practical tools and techniques that can be applied to a wide range of situations. You will learn how to build rapport, understand and influence the decisions of others, or communicate in ways that can maximise persuasive effect. We also incorporate the latest research about behaviour and human nature and its role in interaction and influence.

This workshop includes matching communication, the psychological process of anchoring and its effects, conformance, social effects, language patterns and their usage, framing for maximum influence, and more...

The techniques explored are applied to verbal, written, and visual communication, making them applicable across a wide range of situations.

- **The Voice**: The use of your voice, including hypnotic and other language patterns.
- **The Use of Language**: The words and phrases that will have the greatest effect, and how to use them positively to amplify your message.
- **Psychological Principles of Influence**: Learn the psychology behind influence including anchoring effects, cognitive dissonance, framing and more...
- **Advanced Body Language**: Advanced ideas from body language including marking, mirroring etc.
- **Honoring your Message**: Ensuring that you put your message across in the most effective way, whether verbal or written.

**Designed for:**

All staff/managers

**Objectives:**

To understand that communication achieves rapport and success

**Training Provider**: Mike Culley

**Cost:**

- SBC staff Charge: £130
- SBC/SLA Partners charge: £145
- Non SLA/External Charge: £180