



INFLUENCE AT WORK

Principles of Persuasion Workshop™

2 day programme

The Principles of Persuasion Workshop™ is the only training workshop of its kind endorsed by Dr. Robert Cialdini, the world's most cited living researcher in the field of influence and persuasion. The workshop will help you and your organisation learn how to inspire others to change their attitudes, habits, and actions in beneficial directions, while simultaneously improving your relationships with those you influence. The two-day workshop demonstrates how to ethically apply the Six Universal Principles of Persuasion to produce lasting change and avoid common influence traps. It teaches strategies on how to create and maintain trusted relationships, how to avoid bungling away critical 'Moments of Power' and interactively shows how small changes can yield large and lasting results.

Each Principles of Persuasion Workshop™ is customised to meet your individual requirements and influence challenges. We will work with you to develop applications and exercises that specifically meet your organisation's aims and objectives. As a result you can be assured that the workshop will be both valuable and meaningful.

Day One

You will be introduced to the objectives of the workshop and exposed to four of the Six Universal Principles of Persuasion namely **Reciprocity, Liking, Consensus and Authority**.

After each Principle is presented, you will engage in team-based exercises, activities and discussions designed to give you experience in using the Principles to solve influence-related problems. Some of the exercises used will be general ones while others will be specific to the influence issues you typically face.

Day Two

The first part of the morning will be given over to the presentation of the remaining two Universal Principles of Persuasion – **Consistency and Scarcity**.

Once all Six Universal Principles have been presented and discussed you will undergo training in how to construct an effective approach to an influence problem incorporating all six of the Principles of Persuasion in a systematic way. You will get the chance to practice applying what you have learned to a set of customised challenges and situations specific to your organisation and / or industry.

The **Principles of Persuasion Workshop™** ends with a wrap-up and action planning session. You will leave with tangible and specific action plans to put into practice and measure straight away.

During the Principles of Persuasion Workshop™ you will:

- Discover the core influence skills that build relationships, influence decisions and motivate people to action.
- Understand how to recognise and benefit from elusive 'Moments of Power' during which people are particularly receptive to your requests.
- Distinguish between ethical and unethical uses of the Principles of Persuasion so that you build long-term, mutually rewarding relationships with your colleagues and customers.
- Understand how to use the Principles of Persuasion during interactions with colleagues who are above, below, and lateral to you in the organisational hierarchy.
- Become adept at recognising and managing the influence attempts directed at you by others.
- Acquire a common framework and language to use in identifying, understanding, and handling influence situations.
- Apply your knowledge of the influence process through exercises customised to the most frequent influence situations that you face at work each day.