

Course L029: The Persuasion Process

COURSE DURATION:

35 Minutes

TARGET AUDIENCE:

- Anyone required to persuade another person to take a desired course of action

AVAILABLE IN:

- Audio
- Non-Audio

DELIVERED VIA:

- Intranet
- Internet

Having completed this course the learner will be able to:

- Prepare themselves for persuasion
- Integrate desired outcomes with the needs of others
- Gain commitment to a course of action
- Improve their leadership skills
- Deal effectively with senior management

Many managers fail not because they lack initiative, good ideas or energy, but because they do not know how to persuade staff, peers or senior management to his/her point of view. This failure in his/her skill set leads to de-motivation and a perception of someone who 'doesn't get things done' simply because he or she is unable to motivate action. This course will help managers lacking these persuasive powers, or those who feel the need to improve their existing skills.

Companies cannot afford to have managers spending their time endlessly debating ideas and decisions. Effective persuasion and influencing skills save time and increase the chances of good ideas being acted upon.

Course Content

- The key steps in the persuasion process
- How to identify needs and gain agreement to them
- The hierarchy of human needs
- Preparing for persuasion
- Proposing a plan of action and gaining commitment
- Using persuasion skills with senior management
- Using persuasion in leadership