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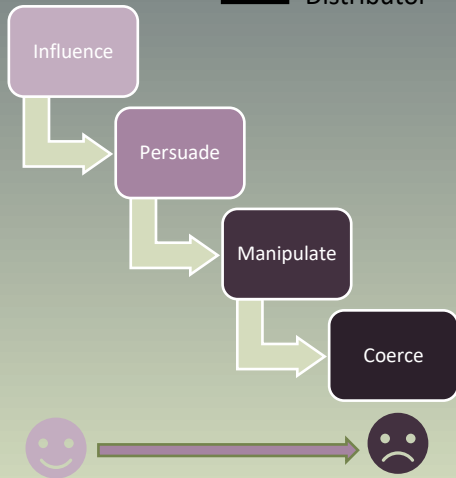
You want to increase buy-in to the initiatives that your teams are delivering so that you can deliver great outcomes for your customers.

You need your people to be able to influence stakeholders more effectively – so that you're not involved in every conversation.

Personality clashes among the team are causing distraction. You know that some shared understanding of character types will help resolve this.

"Perfectly pitched and presented. Enjoyable and thought provoking."

 Analyst, Global Electronics Distributor



Influencing Skills

Course Content

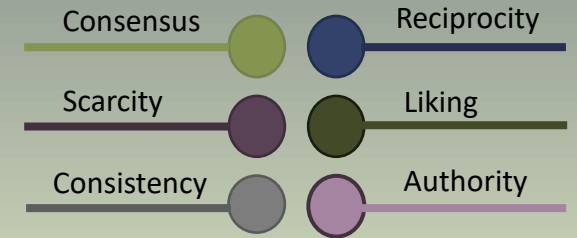
1. Introduction to principles of Behavioural Economics, including how we make decisions, cognitive biases and nudge theory.
2. Personality Preferences including assessment, exploration of styles and relationships between preferences.
3. Principles of Persuasion and how to use these in your workplace setting.

Learning Outcomes

- Understand the concept of influencing (vs persuasion or manipulation)
- Appreciate how humans make decisions and how to influence through design
- Understand preference traits and how to use this understanding to aid influencing
- Be able to relate influencing principles to current and future workplace scenarios
- Have methods to try at work - and at home

Analyst Driver

Amiable Expressive



Choose your level of investment

Good
Self Directed Activity
1 day workshop (On Site)
Self Directed Activity

£4250+VAT

Better
Self Directed Activity
1 day workshop (On Site)
Group Coaching (Remote)

£4500+VAT

Best
Self Directed Activity
1 day workshop (On Site)
Group Coaching (Remote)
121 coaching session per delegate (Remote)

£6500+VAT

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