



Influencing and Persuading Others

Benefits to individuals: *Help you get the best out of your employees*

Value for organisations: *Ensure that organisational objectives are translated into real results*

It is often thought that gaining the support of others is easy. However, many people are surprised, sometimes confused, or even irritated when their approach is met with hostility, indifference or even passive resistance. Of course, if a manager, or leader, has power or authority they may be able to use this to effect the requested change, but position power cannot be used to influence peers, higher managers or customers. This is why many managers choose to avoid this approach and instead adopt a more co-operative strategy. Through a lively combination of activities, including 360° feedback/analysis, case studies, role-play, exploration of participants' experience and action planning, this workshop teaches the influencing skills needed to gain the support of others.

Is this Course right for you?

This course is aimed at everyone who needs to influence others - from getting their overall support to persuading them to take a specific decision and course of action, particularly when they have no line authority.

Once the course is completed you should be able to:

- Recognise the interpersonal needs of others
- Understand how to build trust with different styles of people
- Solve important communication and motivational challenges
- Overcome the difficulties of working in teams
- Identify the key factors you need to motivate and persuade others.

Course content:

- How to read others
- Trust and cooperation
- Empathy
- Behavioural flexibility
- Handling others effectively
- Stakeholder mapping
- Influencing Strategies
- Personal action plans

How is the course conducted?

The course conducted as a 1 day workshop session held at MaST's Melbourne location. The session is engaging and stimulating yet relevant to the audience in both style and content by including role plays, continual opportunities for discussion, and activities.

Our workshop groups are limited to 10 participants (a minimum of 6 is required), to ensure opportunities for individual attention and an enhanced learning experience.

You will be provided with a comprehensive course manual and ongoing telephone support from the team at MaST.

Course Dates: 19 Sept & 10 Dec

Price: \$475 + GST per participant

To book an **Influencing & Persuading course**, or to arrange **in-house training**, please call the training team on **03 9520 2599**, or email us at mast@mastaustralia.com.au to let us know how we can help you.