

# Influencing and Persuading

Effective influencing and persuading are critical workplace skills. While influencing is about using your power to inspire and motivate people, persuasion relies more on evidence, facts and logic to create a compelling argument. The end result remains the same however; convincing people to agree to a decision or proposal.

Done successfully, this is rarely – if ever – about using force or formal authority, getting your own way or never having to compromise. Instead, your ability to influence and persuade people depends on how aware you are of other people’s perspectives and how you take these into account.

## Description

As part of your job, the groups you will typically be looking to influence or persuade to do something include customers, colleagues and managers. Even with those groups over which you have more direct authority, such as suppliers or junior colleagues, your relationships will be more effective if they’re based on influence and persuasion, rather than control.

With that in mind, this course is designed to introduce you to the skills this requires and to the tools and techniques required to become a more persuasive, memorable and compelling communicator. It will increase your awareness of different perspectives within the groups you wish to influence and will demonstrate how this should inform your influencing behaviours.

## What does it involve?

This course opens with a short online tutorial and podcast, exploring the differences between influencing and persuading and dispelling a few common myths. A self-assessment exercise will help gauge your existing influencing abilities.

During the subsequent three-hour workshop, you’ll explore the five different types of influencing powers, thinking about when they might

be most appropriate or effective in the workplace. You’ll then consider your current negotiation skills, the part they play in persuading people to agree with you and how effectively you’ve used these in the past. As well as thinking about how those negotiations could have been improved, you’ll also think about how future negotiations could be made more inclusive.

The second half of the workshop presents an opportunity to practise what you’ve learned in a series of two-person role plays, using a combination of influencing power and negotiation techniques to achieve an acceptable outcome for both parties. The outcomes of this exercise will help you to complete an action plan, outlining the influencing and persuading skills you’d like to develop or try out in the workplace.

## What’s the outcome?

After completing this topic you will know the risks of not being assertive and what affects our ability to be assertive. You will understand how assertion enables everyone to have a voice by framing communications so that everyone is ok. You will also have strategies to build your assertiveness and impact.

## Learning activities



### Delivery method:



### Estimated learning time:

4 hours 20 minutes

## How to book

[bookings.governmentcampus.co.uk](https://bookings.governmentcampus.co.uk)

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