

Influencing skills

Effective influencing skills are critical if you want to build successful relationships with colleagues, customers and clients. Your influence is a measure of your ability to affect other people's attitudes, beliefs and behaviours without using force or formal authority. Contrary to popular belief, it is not a manipulative, one-way process, nor is it about getting your own way and never having to compromise. This topic introduces you to what influencing really is and the skills you need to develop.

Description

As part of your job, the groups you will typically be looking to influence include customers, colleagues and management; none of whom you can force to think or act in a certain way. 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 are based on influence, rather than control.

This topic will increase your awareness of the different perspectives within those groups and how this should inform your own influencing behaviour. You'll be introduced to the different 'push' and 'pull' styles alongside the techniques you will need to be able to respond positively when you meet resistance.

What does it involve?

A 3-hour influencing workshop sits at the heart of this topic, preceded by an online tutorial, a questionnaire, some pre-reading and a video on the

science of persuasion. Following the workshop, with its focus on influencing skills and styles, you will liaise with your line manager to apply what you've learned back in the workplace.

What's the outcome?

Developing your influencing skills should help you to communicate more persuasively, which in turn will enhance your personal credibility. Using your powers of persuasion and adapting your own behaviour to suit any given situation, you'll be able to generate outcomes which are beneficial for everyone involved. You'll also be encouraged to subsequently deploy your new-found skills in short-term and long-term follow-up activities.

Learning activities



Online
resources



Online
tutorial



Discussion



Workshop

Delivery method:

F2F

VLE

Estimated learning time:
5 hours

How to book

learn.civilservice.gov.uk

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