

1 DAY

INFLUENCING AND PERSUADING SKILLS



Communication Skills Course

LEARNING OUTCOMES

- Develop awareness of your own communication style and understand its impact on others.
- Apply a range of influencing styles and adapt them to suit different situations.
- Recognise and navigate different conflict styles effectively.
- Explore a variety of negotiation techniques and when to use them.
- Plan and prepare strategically to achieve successful outcomes.
- Practice real-life influencing scenarios to build confidence in reaching agreements.
- Increase self-awareness by identifying personal impact and potential blind spots.
- Understand behaviours that drive conflict and how to manage them constructively.
- Appreciate the importance of clear, effective employee communication in building trust and collaboration.

COURSE OVERVIEW

Almost every day we influence and persuade—whether with colleagues, customers, or suppliers. How others respond to us depends greatly on how we communicate and behave. Positive, effective interactions build stronger relationships and help achieve personal, team, and business goals.

This workshop is designed to develop practical influencing skills, enabling participants to build trust, communicate with impact, and foster positive relationships across all levels of an organisation.

TOPICS COVERED IN THIS COURSE

Why Communication Matters

Discover how clear, effective communication builds trust, shapes perceptions, and drives results.

Know Your Style

Use a DISC-based self-assessment to understand your communication style and learn how to adapt for maximum impact.

Mastering Influence

Define influencing, explore core principles, and understand how to persuade ethically and effectively.

Influencing in Action

Identify your preferred influencing style, learn when to adapt, and apply different approaches to suit the situation.

Proven Models and Techniques

Use the Positive Influence and FORM models to build rapport, structure conversations, and achieve positive outcomes.

Handling Conflict and Negotiation

Recognize conflict styles, explore negotiation tactics, and learn behaviours that resolve disagreements while maintaining relationships.

The Power of Non-Verbal Communication

Harness body language, tone, and presence to strengthen credibility and make your messages stick.

Practice and Personal Action Plan

Apply your skills in hands-on exercises, practice accountability conversations, and create a personal plan to implement your learning at work.