

INFLUENCING, PERSUADING AND ASSERTIVENESS SKILLS



Management & Leadership Course

LEARNING OUTCOMES

- Identify the key elements of effective influencing
- Develop productive working relationships built on trust and mutual respect
- Use effective questioning and listening techniques to understand others
- Use different influencing styles by adapting their behaviour and communication
- Understand the nature of assertiveness
- Adopt assertive behaviour responsibly
- Identify and manage conflict and move towards co-operation
- Communicate succinctly and with impact.

COURSE OVERVIEW

This practical course equips participants with the confidence and skills to influence and persuade others with integrity. Participants will explore the principles of assertive behaviour, learn how to communicate with clarity and respect, and develop strategies to positively shape outcomes through authentic and ethical influence. Designed for professionals across all business functions, the course helps build the confidence, self-awareness, and communication techniques needed to foster open dialogue, strengthen relationships, and achieve results through effective persuasion and assertiveness.

TOPICS COVERED IN THIS COURSE

Day One: Influencing for Success

Understanding Influence and Personal Impact

Clarify personal goals, explore the power of positive influence, and identify the traits of highly effective communicators.

Influencing Styles and Self-Awareness

Complete an influencing styles profile and engage in a team challenge to apply influence techniques in action.

Perception and Assertiveness

Examine how perception shapes influence, complete an assertiveness questionnaire, and understand the foundations of assertive behaviour.

Learning from Great Influencers

Analyse Dr. Martin Luther King's "I Have a Dream" speech as a powerful example of authentic, values-based influence.

Day Two: Communicating with Confidence

Developing Assertive Communication

Learn how to be assertive, understand personal rights, and apply strategies for confident and respectful communication.

Managing Conflict and Building Rapport

Explore approaches to handling organisational conflict while strengthening rapport and body language awareness.

Mastering Key Communication Skills

Practise active listening and questioning techniques to enhance clarity, trust, and understanding in conversations.

Applying Learning and Managing Pressure

Translate principles into practice, align personal behaviour with organisational values, and apply tips to reduce pressure and maintain effectiveness.