

# Exerting Influence in Business

## Open training

### E-learning in open training:

At House of Skills, we pay particular attention to the effectiveness of the teaching process and the consolidation of their results. We have enriched many of our open training with special e-learning modules. E-training: "Effective Exertion of Influence" is a valuable supplement to open training. To use E-training, all you need is a computer with access to the Internet.

## Training description

### Training objectives:

- › Organizing knowledge on the principles and ways of exerting influence
- › Analysis of the psychological processes affecting decision making
- › Developing persuasive skills that allow you to build personal strength effectively and exert influence during conversations with customers, subordinates and associates
- › Practicing communication tools in the area of exerting influence
- › Improving the ability to effectively influence people with various types of personality
- › Analysis of your persuasion style: taking a close look at its potentials, strengths and weaknesses

### Participant's profile:

Top and mid-level managers, as well as all persons who wish to improve the ability to exert influence effectively.

### Benefits for the participant:

After the training, the participant:

- › Can consciously exert influence on others
- › Knows his/her strengths and weakness in this scope
- › Can consciously decide on which influence exerting tools he/she will apply depending on the situation

### Methods:

- › Games and simulation
- › Video-training: work with a camera and analysis of the recorded material
- › Moderated discussions
- › Auto-diagnostic tests
- › Short theoretical lectures
- › Feedback sessions

## Group size:

6 - 12 persons

## Duration:

2 days (9:00-17:00)

## Place:

Warsaw

## Participation costs: 2 900\* PLN per person (+23% VAT)

### \* Assumptions:

- The above price is a net amount that will be increased by the amount of a value-added tax
- The above price comprises the costs associated with the participation in the program, training materials, training room and conference equipment, a lunch and a coffee break for the participants
- The above price **does not** comprise the costs arising out of participants' travel to the training venue and accommodation if applicable

## Training content

### e-prework

"Effective exertion of influence" is a valuable supplement to open training. To use e-training, all you need is a computer with access to the Internet.

### The volume of the e-training

approx. 75 screens (1.5 h)

### Application

Independent e-training; a supplement to the workshop as pre-work or post-work.

### Objectives:

- developing and enhancing the ability to exert influence on associates
- learning the relationship between exerting influence and effective action
- understanding the laws of persuasion and developing the skills to use them

### Key issues:

- effective exertion of influence
- weakening the resistance of employees

- › using the law of persuasion to convince others

## Training

### Exerting influence - introduction

- › What is influence? Pre-analysis of a situation of exerting or experiencing influence usually encountered by participants
- › Review of various ways of exerting influence Interactive team exercise

### Principles of exerting influence

- › Universal laws affecting people: 6 principles of persuasion by Robert Cialdini
- › How do you effectively exert influence in an organisation? Workshop based on the participants' experience

### Persuasive skills training

- › Exerting influence during team activities and decision-making. How do you build personal strength and authority in relationships with others? Simulation game
- › The art of rhetoric, in other words constructing a persuasive message. Factors strengthening the persuasive message. Video-training
- › A pattern of effective submission of proposals. Review and practice of procedures

### Exerting influence and an assertive attitude

- › Assertiveness, aggressiveness, submission, manipulation - relationships between internal attitudes and the ability to effectively exert influence
- › The ethics of influence: where is the border between persuasion and manipulation?

### What you ought to know about different personalities in the process of exerting influence

- › Four styles of behavior: rational, experimenter, safe, emotional. What are the specific expectations of people depending on the form of behaviour and what messages increase the likelihood of effective persuasion?
- › How to develop an understanding of your interlocutor's way of communicating. Empathy, accepting the perspective of others as an ability necessary to effectively exert influence

### Summary

- › Action plan - in what real-life situations, can I use the experience from this training?
- › Individual summaries: my strengths and weaknesses in the scope of exerting influence