

## Positive Influencing Skills

Can your teams successfully influence stakeholders to inspire action on key decisions? Do they apply tailored influencing strategies based on your stakeholders' needs and preferences?

This effective course develops the essential influencing skills your teams need to achieve mutually beneficial goals. They will gain confidence in delivering strategic messages that inspire action. Your stakeholders will view your organisation as a credible, trustworthy and influential business partner.



Objectives	Benefits
<ul style="list-style-type: none"> <li>Plan effective influencing strategies based on in-depth understanding of stakeholder preferences, motivations, pain points and goals</li> </ul>	<ul style="list-style-type: none"> <li>Participants will effectively influence key stakeholders through confident, convincing, credible communication, reaching mutually beneficial goals</li> </ul>
<ul style="list-style-type: none"> <li>Adapt content, structure and approach in influencing conversations to build trust, engage stakeholders and reach goals</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholders will be more engaged through increased trust, confidence and connection and be inspired to take action</li> </ul>
<ul style="list-style-type: none"> <li>Project confidence and capability during influencing conversations through effective non-verbal communication, listening and powerful questioning</li> </ul>	<ul style="list-style-type: none"> <li>Your organisation will gain a reputation as a credible, understanding, influential partner, and capitalise on growth opportunities</li> </ul>

- Establishing level course: build strong foundations
- No experience needed
- Minimum upper-intermediate (B2) level English

# Positive Influencing Skills - Course outline

Module	Competency
<b>Positive influencing essentials</b> <ul style="list-style-type: none"> <li>Core positive influencing skills</li> <li>Evaluating positive influencing skills and setting personal goals</li> </ul>	<ul style="list-style-type: none"> <li>Set goals to improve positive influencing skills by analysing communication against criteria for effective performance</li> </ul>
<b>Analysing key stakeholders you need to influence</b> <ul style="list-style-type: none"> <li>Analysing key stakeholders</li> <li>Identifying sources of influence</li> </ul>	<ul style="list-style-type: none"> <li>Analyse key stakeholders to lay strong foundations for influencing</li> </ul>
<b>Building trust for positive influencing</b> <ul style="list-style-type: none"> <li>Using practical strategies for building trust</li> <li>Enhancing trust with your stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Initiate, build and maintain trust to enhance relationships with people you need to influence</li> </ul>
<b>Adapting your influencing style</b> <ul style="list-style-type: none"> <li>Identifying your preferred influencing style</li> <li>Adapting your influencing style</li> </ul>	<ul style="list-style-type: none"> <li>Adapt your influencing style to a range of stakeholders and contexts in order to better achieve your goals</li> </ul>
<b>Planning your influencing conversations</b> <ul style="list-style-type: none"> <li>Setting influence goals</li> <li>Selling your ideas</li> </ul>	<ul style="list-style-type: none"> <li>Select and sequence content to plan key influencing conversations</li> </ul>
<b>Adapting your message in influencing conversations</b> <ul style="list-style-type: none"> <li>Using positive, persuasive and assertive language to influence</li> <li>Adapting your language</li> </ul>	<ul style="list-style-type: none"> <li>Gain support for your ideas by adapting your language with your audience in mind</li> </ul>
<b>Influencing through conversation</b> <ul style="list-style-type: none"> <li>Using powerful questions</li> <li>Using non-verbal behaviour to influence</li> </ul>	<ul style="list-style-type: none"> <li>Engage and influence conversation partners using questioning, listening and non-verbal techniques</li> </ul>
<b>Positive influencing mini-clinic</b> <ul style="list-style-type: none"> <li>Evaluating your influencing skills against effective practices</li> <li>Setting goals to improve your influence in the workplace</li> </ul>	<ul style="list-style-type: none"> <li>Develop plans to achieve positive influencing skills goals in the workplace by selecting tools and techniques for effective performance</li> </ul>