



INSIGHTS INTO INFLUENCING

Objectives

- Learn how to influence others
- Enhance your interpersonal skills
- Understand how to apply your knowledge of different personalities to influence the outcomes of your interactions

Overview

One of the greatest skills we can possess is the ability to get along with people in every day business and social situations, and to find ways to meet our mutual needs. This can only be achieved when we respect and are respected by those with whom we are interacting.

Listening and understanding are the foundation stones to refining our influencing skills and offer us the key to obtaining 'win-win' outcomes in our interactions. Without the focus on 'win-win', our actions can be interpreted as manipulating rather than influencing. A focus on 'win-win' when working to influence others maintains the integrity of the relationship.

This program draws on the seminal work of Dr. Robert Cialdini. His book, *Influence: The Psychology of Persuasion*, explains the six psychological principles that drive our powerful impulse to comply to the pressures of others. It also explains how we can avoid being manipulated or unconsciously manipulating others.