

INFLUENCING & PERSUASION with integrity

Course Objectives

Overall Course Objectives	The overall purpose of this course is to provide participants with highly effective strategies for influencing and persuading others.
Duration:	1 day
Target Population:	Managers, Sales people, Negotiators and all who need to exert an authentic and positive influence on co-workers, customers etc.
NB:	This is not a course for those who wish to manipulate others

By the end of this workshop, participants will:

- have identified three groups of people and how they use or misuse the principles of influence
- know how to apply seven breakthrough strategies to positively influence and persuade others for the good of all.