

# Influencing Skills

## Persuasion Techniques

**How to influence people - becoming more persuasive through developing a better awareness and application of own influencing style and techniques for persuading others**



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*The PPI Network*

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## Influencing Skills – Persuasion Techniques

This program is about how to influence people. Become more effective in influencing and persuading through developing a deeper awareness of own influencing style and preferences. Learn techniques for being more effective in communicating in a way that persuades others.

The program has three key elements:

1. **Completion and de-brief of a validated psychometric, the Saville Wave Instrument** in advance of the classroom session in order to have a strong awareness of own current strengths and weaknesses in seeking to persuade others. This will stimulate some personal reflection on own style and areas to seek to strengthen during the development process as well as developing some clear personal learning objectives. The de-brief will be by telephone by an accredited user of the instrument.
2. **A two day intensive training experience to provide some key tools** and understanding and to help contribute to personal learning objectives.
3. **Execution of a personal case** where developing and applying personal influencing skills is a central element in achieving success. This is to ensure that the increased awareness and learned techniques are applied within the following months so the learning is sustained. Two telephone coaching meetings will be provided in the three month period after the program to support the application of the personal case or to a different schedule by agreement with the PPI Network support coach.

## Benefits

Each participant will:

- Have a heightened awareness of your behavior preferences in the work situation and the implications for your strengths and weaker areas when seeking to influence or persuade clients, colleagues and other key stakeholders.
- Receive a personal feedback analysis on own influencing behavior and its implications with a two hour de-brief and coaching session
- Increase your understanding of influencing techniques and be equipped for being more persuasive in different situations with different types of people
- Have applied your increased learning and skill to a real life case within your business environment contributing to your business success as well as consolidating your learning and its application.
- Be equipped to be more persuasive by choosing the appropriate behavior in different situations with different people.

## Objectives

- To provide an extended learning experience in which participants can increase their persuasiveness and success in influencing others on important business issues.
- To provide the opportunity for each participant to reflect on their work behaviour to a significant level of depth in order to develop an increased

awareness of strengths and weaknesses in seeking to influence and persuade others.

- To enable the participants to further develop their awareness of influencing tools and techniques in order to be more effective in personal choice of behaviour in influencing and persuasion situations.
- To provide the opportunity to practice and receive feedback on influencing behaviours that the participant finds challenging.
- To provide the opportunity for personal learning and insight.

## **Program Process**

### *Phase 1*

1. Complete the Saville Wave Instrument on line and receive a detailed de-brief
2. View the two program videos on the PPI Network Website as a first step in increasing awareness and learning – A Model of Influencing and Communications and Listening
3. Identify and document personal learning objectives for the program
4. Identify and document personal application case

### *Phase 2*

1. Attend the two day workshop to build understanding of techniques, develop skills and further develop the strategy to apply to own case

### *Phase 3*

1. Execute own case
2. Two telephone coaching meetings in the following 3 months or on a different schedule if agreed with the PPI Network Coach

## **Phase 2 - Program Outline**

### ***Day One***

- Welcome and introductions
- Learning Trios for the two days and beyond
- Refresh on Push and Build
- Developing a strategy coherent with your objective:
  - Push Styles application exercise and feedback
  - Pull Styles application exercise and feedback
- Learning Trio Review and Sharing of own cases

### ***Day Two***

- MBTI – A structured way of understanding differences
  - Understanding my own type and its implications
  - Understanding other types and what persuades them
- Learning Trio Review and application to own case
- Influencing in groups
- Influencing in Groups Exercise
- Learning Trio Review and application to own case
- Personal action planning

## Phase 3 – Own Case Execution

Execution of own case including coaching support by e mail or telephone from PPI Network Coaches

### Program Team

The program team will be Ruth Lake and Gerry Buckley.

Ruth Lake is an experienced training consultant based in Milan, Italy. She has a deep experience of working with leaders and managers at both local level in Italy and internationally around Europe and North America in developing their influencing and negotiating skills. Very familiar with cross cultural as well as uni-cultural influencing she has published a number of management books in Italian. Ruth leads programs in Italian, Spanish as well as her native English.

Gerry Buckley is an experience training consultant based in Putte, Belgium. He has a strong experience of working with leaders and managers in Europe, North America and Asia. He focuses on individual learning through coaching and developing individual insights. Certified in a number of psychometric instruments he is a strong believer in the value of objective feedback in assisting in learning and development, particularly in the field of influencing.

### Program Dates

Intake two - Phase 1 starts on 1 September 2012 leading to Phase 2 Two Day Workshop on **8 & 9 November**, located in Mechelen, Belgium, and to completion of Phase 3 by end December 2012.

### Program Fee

The fee for completing all three phases is Euro 1,800. Should you only wish to attend Phase 2 without completing Phases 1 or 3 the fee is Euro 1200.

The fee includes instruments, refreshments and lunch during the two day workshop, attendance at group dinner on the evening of day one of the two day workshop and support materials for the workshop. Participants are responsible for their own travel and accommodation.

### How to Register

Contact:

- Svetlana Shljachova on +32 (0)495 343880 or email [sshljachova@theppinetwork.com](mailto:sshljachova@theppinetwork.com)