

Influence and Persuasion for Leaders

Duration: 5 Days

Language: en

Course Code: MG2 - 229

Objective

By the end of this course, participants will be able to:

- Understand the role of influence and persuasion in effective leadership.
- Apply proven psychological principles of persuasion in workplace settings.
- Build credibility and trust as the foundation of influence.
- Adapt persuasion strategies to different audiences and contexts.
- Develop a personal influence plan to support leadership goals.

Audience

This course is ideal for:

- Current and aspiring leaders at all levels.
- Managers responsible for driving change or building consensus.
- HR professionals and leadership trainers.
- Project managers working with cross-functional teams.
- Entrepreneurs and executives seeking to enhance their persuasive impact.

Training Methodology

The course combines interactive lectures, role-playing exercises, and real-world case studies. Participants will practice influence and persuasion strategies, receive feedback, and design action plans for applying these techniques in their own leadership roles.

Summary

This training course is designed to help leaders harness the power of influence and persuasion to inspire teams, drive change, and achieve organisational goals. Effective leadership is not only about authority but also about the ability to shape decisions, build trust, and motivate others through compelling communication and credibility.

Participants will explore psychological principles of influence, practical persuasion techniques, and strategies for applying them ethically in leadership contexts. By mastering these skills, leaders will be able to foster collaboration, manage resistance, and create lasting impact in their organisations.

Course Content & Outline

Section 1: The Role of Influence in Leadership

- Influence vs. authority: understanding the difference.

- Why persuasion matters in modern leadership.
- Case studies of leaders who excelled through influence.

Section 2: Psychological Principles of Persuasion

- Cialdini's Six Principles of Persuasion: reciprocity, commitment, social proof, authority, liking, scarcity.
- Emotional intelligence and its link to persuasion.
- Ethical considerations in using influence.

Section 3: Building Credibility and Trust

- Establishing authenticity as a leader.
- The role of integrity and consistency in influence.
- Communication techniques that build rapport and trust.
- Active listening as a persuasion tool.

Section 4: Adapting Persuasion Strategies

- Tailoring messages to different audiences (executives, teams, stakeholders).
- Persuasion in negotiations and conflict resolution.
- Storytelling as a tool for influence.
- Overcoming resistance and objections.

Section 5: Developing a Personal Influence Plan

- Assessing your current influence style.
- Identifying strengths and gaps in persuasion skills.
- Creating a personal influence and persuasion roadmap.
- Aligning influence strategies with long-term leadership goals.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are

certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

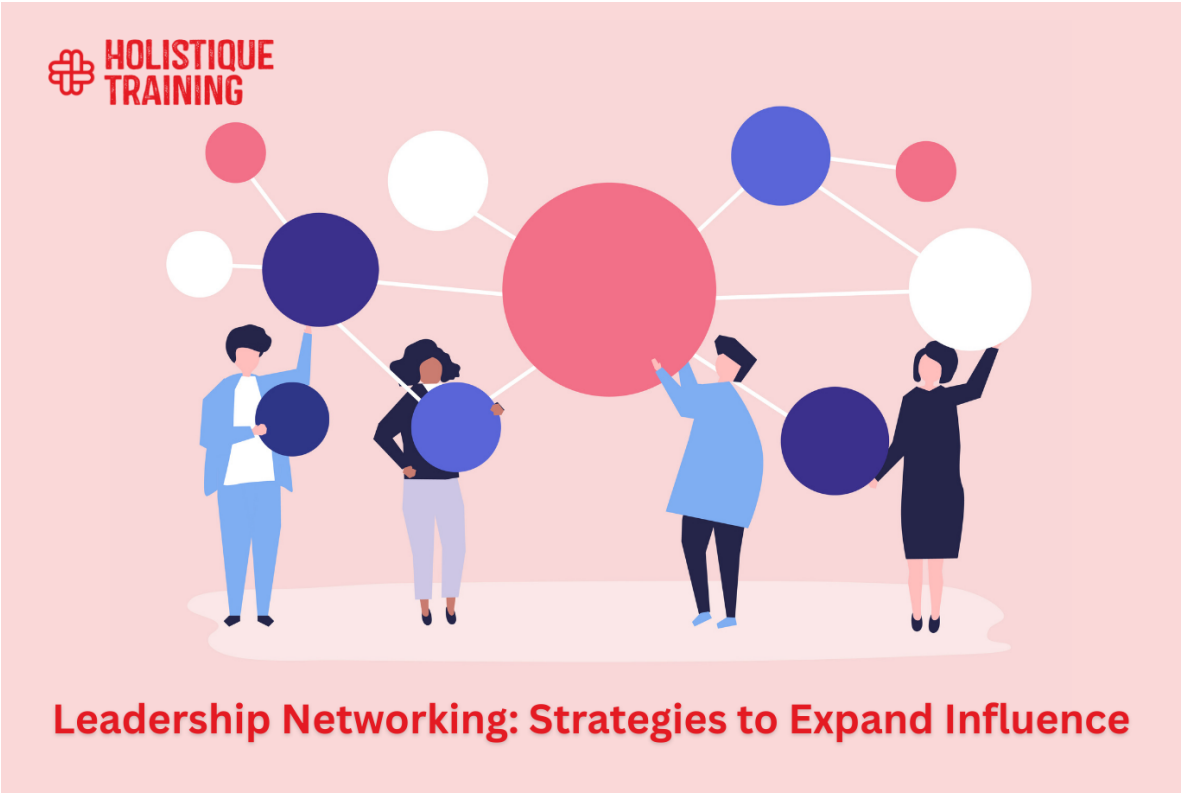
Categories

Customer Service & Public Relations (PR), Management & Leadership

Tags

Leadership, Influence in Leadership, Principles of Persuasion, Personal Influence

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