

# PERSUASION AND INFLUENCING SKILLS

## COURSE INTRODUCTION

How often do you have to persuade others to do something? This situation arises almost every day, whether to get your boss to agree with the dates of meeting or persuade a colleague to do a task on your behalf. Have you ever felt this other person is extremely difficult to deal with and you feel like giving up? Some people seem to be able to handle these situations so effortlessly, whereas others fall back on the power of their positions to enforce what they want. Persuasion and influencing skills can be learned to influence others to achieve your goals and objectives.

## COURSE OBJECTIVES

At the end of the course, participants will be able to:

- Learn the principles of persuasion and influence: getting others to do what you want them to do, no matter how difficult they seem.
- Understand the four personality styles and our own innate nature; and how this affects the way we persuade and influence people.
- Analyse the differences among people and respond to the diverse personality styles using a variety of communication styles.
- Handle difficult interaction and attain successful outcome.

## COURSE CONTENTS

### Influencing Without Authority

- Understanding the principles of persuasion and influencing.
- What make people difficult?
- How to get people to do what you want them to do: the power of persuasion and influencing.

### Understanding Personality Styles

- Understanding the four Personality Styles: Dominance, Influencing, Steadiness & Compliance and associated behaviours.
- Knowing who are you and how others perceive you.
- Strengths and weaknesses of each style.

### Working with Each Other

- Interpersonal needs of each style.
- Understand the preferences and expectation of each style.
- Ways to communicate effectively.
- Using interpersonal flexibility to establish trusting relationship.

### Handling Difficult Conversations

- Causes of difficult interaction: understanding differences.
- Identifying and deal with the emotions in interaction.
- Finding a mutual purpose to create a successful conversation.
- Ways to speak up persuasively to gain support.

## WHO SHOULD ATTEND

This course is suitable for managers, executives and staff of all levels in the organization.

## ABOUT THE TRAINER

**Joelyne Chong** holds a Master of Business Administration from Edinburgh Business School, Heriot-Watt University, UK and a Graduate Diploma of Marketing from The Chartered Institute of Marketing, UK. She also has a Certificate in Talent, Competency & Succession Management, Pennsylvania State University, USA.

As a consultant and trainer for more than 17 years, she has wide experience in the area of human resources development. Her last held position was the Head of Capabilities Development in a JV of a Fortune Global 500 company and was in the HR team to implement an organization-wide management transformation. Before that she was the Chief Country Manager of a start-up training and consulting company in Shanghai where she lead a team, held bottom-line responsibility and built a successful business from scratch.

She has served a wide range of clients both in Malaysia and China, in industries including automobile, airline, banking, finance, manufacturing, fashion retail, power generation, property development, hospitality, shipping and fast food chain. She is a Certified Professional Trainer, UK, and is on the panel of trainers in conducting PSMB's TTT programme.

ADMINISTRATIVE DETAILS		
DATE	PLATFORM	EVENT CODE
26 October 2021	Webinar @ Microsoft Team	144/21/CEP/WEB
Time	9.00 a.m. - 5.00 p.m.	
Training Methodology	Lecture and experiential training methods eg. group discussions, role plays and exercises	
Fee	<b>RM500.00</b> Standard <b>RM400.00</b> Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Assoc. & Advocates Assoc. of Sarawak.	
CPE points	8	