

# PERSUASION AND INFLUENCING SKILLS

## COURSE INTRODUCTION

How often have you needed to persuade others to do something? It is a situation that arises almost every day, whether to get your boss to agree with the dates of meeting or a colleague to do a task on your behalf. And sometimes, do you feel like this person is extremely difficult to deal with and you feel like giving up? However some people seem to be able to do it effortlessly, and almost without anyone noticing, whereas others fall back on the power of their position to enforce what they want. Persuasion and influencing skills can be learnt just like any others, and they are a key part of being able 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.
- Give and receive construction feedback.
- 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.

### Giving and Receiving Constructive Feedback

- The principles of giving feedback.
- Positive feedback and constructive feedback for improvement.
- Steps in giving effective feedback.

### 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.

## METHODOLOGY

This course uses experiential training methods including exercises, group discussion and role play.

## WHO SHOULD ATTEND

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

## ABOUT THE TRAINER

**Joelynn Chong Lee Keng** 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.

DATE	VENUE	EVENT CODE
04 August 2020	Menara SSM@Sentral, Kuala Lumpur	CEP/KL/20/063
Time	9.00 am – 5.00 pm	
Training Methodology	Lecture and Case Discussion	
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.	
SSM CPE Points	8	

*Fee inclusive of certificate of attendance, seminar materials and refreshment.*



Use one form for each participant. Print or type clearly. This form can be downloaded from SSM's website at [www.ssm.com.my](http://www.ssm.com.my). Kindly make copies if more forms are needed. Please register me for the below programme:

DATE	EVENT CODE	PROGRAMME
04 August 2020	CEP/KL/20/063	PERSUASION AND INFLUENCING SKILLS

**PARTICIPANT DETAILS:** *(All details must be completed)*

Name \_\_\_\_\_ I/C No. \_\_\_\_\_

Licensed Secretary No. \_\_\_\_\_ SSM PC No: \_\_\_\_\_

Professional Body Name & Membership No. \_\_\_\_\_

Designation \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Office Tel. No. \_\_\_\_\_ Fax No. \_\_\_\_\_ Mobile No. \_\_\_\_\_

Email Address \_\_\_\_\_  
*(Please provide your e-mail address as registration confirmation is sent to you via e-mail.)*

Tax Invoice to be issued in the name of \_\_\_\_\_

Name of HR personnel \_\_\_\_\_ Tel. No. \_\_\_\_\_

Vegetarian Meal     Other Diet \_\_\_\_\_

Payment by cheque no. \_\_\_\_\_ amount RM \_\_\_\_\_

**PAYMENT TERMS**

- Fee is payable to **SURUHANJAYA SYARIKAT MALAYSIA**.
- Payment can be made in cash, cheque, bank draft, credit card, postal order or money order.
- Each programme fee must be paid separately.
- Only cheque issued by company/firm can be accepted. Companies/Firms that issue a non-valid cheque will be blacklisted.
- Personal cheque will not be accepted.
- On the reverse of each instrument of payment, please indicate the participant(s) name (maximum 5), License Secretary no./Professional Body name (if any), programme date and event code.
- Attach with a copy of the Registration Form (if payment made before the programme date) or Invoice (if payment made after the programme date) when submitting payment.
- Payment can be made at SSM, Level 17, Menara SSM @ Sentral, Kuala Lumpur and at all SSM branches in Malaysia.

**PROGRAMME FEE**

Fee is inclusive of certificate of attendance issued by the Companies Commission of Malaysia (SSM), training materials, refreshments and lunch (where applicable).

**FAX OR EMAIL YOUR REGISTRATION FORM WITH PAYMENT RECEIPT TO:**

COMTRAC & Knowledge Management Division, Level 12, Menara SSM @ Sentral, 7 Jalan Stesen Sentral 5, Kuala Lumpur Sentral, 50623 Kuala Lumpur  
Tel: +(603) 2299 4440 (Zakhir) / 4441 (Priya) / 5308 (Fuza) Fax: +(603) 2299 4451 / 4452 Email: [comtrac@ssm.com.my](mailto:comtrac@ssm.com.my)

**TERMS & CONDITIONS**

Registration is on a first-come-first-served-basis. No walk-in accepted. All registrations MUST be submitted to SSM accompanied with the full payment five (5) working days before the programme. Admittance will not be permitted unless payment or letter of guarantee is received. Participant will be issued a Certificate of Attendance upon full attendance of the programme and payment is received.

**Cancellation**

No refund is entertained if participant decide to cancel their registration but a substitute is welcome. Written notification of substitute's name must be received by COMTRAC at least three (3) working days prior to programme. Any difference in fee will be charged accordingly. In cases of cancellation/postponement of programme by COMTRAC, the registration fee will be refunded.

**Transfer**

No refund is entertained if participant fails to attend a programme. Transfer of registration fee to another programme is not allowed.

**Replacement Of Certificate**

SSM will charge an administrative fee of RM30.00 per copy for any replacement of certificate due to errors in name or identification card number wrongly filled by participant/representative during registration or loss of certificate, etc.

**DISCLAIMER**

SSM reserves the right to cancel programme, change date(s), venue(s), speaker(s) or any other changes due to any unforeseen circumstances that may arise without prior notice to participants. Upon submitting the registration form, you are deemed to have read and accepted the terms and conditions.

**PSMB**

Suruhanjaya Syarikat Malaysia is registered as a training provider with PSMB under KERAJAAN1846.

**PERSONAL DATA PROTECTION NOTICE**

Your personal data and other information provided in this application and including any additional information you may subsequently provide, may be used and processed by COMTRAC/SSM as a reference in future to communicate with you on our training programmes/events. In line with the Personal Data Protection Act 2010, we wish to get your agreement and consent for using your personal data. If you do not consent to the processing and disclosure of your personal data, you should send an e-mail to us at [comtrac@ssm.com.my](mailto:comtrac@ssm.com.my).