



MANAGEMENT AND LEADERSHIP

Don't push... persuade!

Creating a can-do culture

Persuasion isn't about arm-twisting and manipulation. It's about doing your homework, knowing what you want and why. It's about communicating clearly and assertively – and really listening to other people so you can understand their perspective. More than anything, it's about building relationships founded on trust and mutual respect. When someone trusts your expertise and your motives, you have the best chance of being genuinely influential.

Who is the workshop for?

Managers, supervisors and others who need to use persuasive communication to influence colleagues or clients.

What can I learn?

- How to build relationships founded on trust and mutual respect.
- What persuasive communication looks and sounds like.
- What's involved in preparing to be persuasive.
- How to be persuasive in writing.
- How to really listen and show you understand the other party.
- Options for moving forward if you can't agree.
- How to seal a deal and make sure it's acted upon.

What can I expect?

This is a workshop with plenty of opportunity for practice in a safe and supportive environment. An actor will challenge you to communicate persuasively in a variety of role-play situations, and there will be activities, video and discussion to draw out key learning points.