@ASK Training
Attitude | Skills | Knowledge

Persuasive Communication for Leaders

Course Code:
ASKPCM

Course Duration:
1 day (8 hours), 9.00am - 5.00pm

Course Fee:
$480 ($513.60 Inc. GST) per participant

Course Venue:
Hotel

Course Dates:
Refer to Training Calendar
http://asktraining.com.sg/calendar

Course Synopsis

Most of us will experience times when we need to influence and persuade others in order to get them to do things they are not willing to do.

Whether we are working in an organisation, managing a child, dealing with customers, colleagues, bosses or members of the public, we cannot always rely on our authority to get others to do what we want them to.

We need to apply persuasive skills in such a way that the other person will do what you want them to do willingly.

We need to change our approach to relating with people. In order to be more persuasive and influential in any situation, we need to use all of our communication skills including our visual, vocal and verbal skills.

Through active listening, observation and involvement we become more alert and develop empathy for others. This will help us to achieve greater understanding and make us more persuasive and influential when dealing with people at all levels and situations.

Course Objectives

By the end of the course, you would be able to:

- Understand the fundamentals of persuasion and how it is used effectively
- Enhance visual, vocal and verbal communication in order to be more assertive
- Learn how to listen effectively so that you can understand and manage others
- Apply the skills to given situations so as to become more persuasive

Course Outline

- The difference between persuasion and other forms of influence
- Evaluate your won persuasive skills through questionnaires and discussion
- Understand the difference between Aggressive, passive and assertive reactions
- How interpersonal skills like blending, contribute to personal success
- Task focus and People focus behaviour and how it contributes to conflicts
- The importance of listening to enhance communication
- How to enhance our visual communication, facial expression, mannerism
- Vocal qualities when speaking ie volume, tone and speed in conversations
- How to use influence and be a role model in order to persuade others
- Taking on different roles in order to be more persuasive in difficult situations
- Recognising the persuasive skills of others and learning from such examples
- Prepare your own action plan to become more persuasive in future