



SAYA LEADERSHIP
Inspiring...Awakening...

Persuasion and Influence



Benefits:

At the end of the program, participants will experience the following:

1. Be able to persuade and Influence different people, using the Key Principles within the program.
2. Become adept at persuading and influencing the most resistant stakeholders and customers.
3. Be able to imbibe clear Skills and Techniques that will help enhance productivity within the teams.
4. Knowing how to achieve cooperation, and create consensus even when it seems difficult.
5. Learning to manage the self and others to achieve their potential through application of superior influencing / persuasion skills.

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Objective: This program will provide individuals with Important Concepts and the associated Tools and Techniques to Influence and Be Persuasive.

Eligibility: These programs is suitable for all Individuals / specific teams, who have to manage / persuade / influence Key Stakeholders (direct reportees or otherwise) within the business, and achieve / exceed business results.

Method and Approach: A combination of Discussion and Presentation led approach and supplemented with Role Plays, Activities & Conversations, that are relevant to the delegates during the program.

Program Outline:

1. Defining the Meaning of Persuasion / Influencing:

- Are Persuasion/Influencing-Key Leadership Skills?
- What is meaning of Leadership / Followership?
- Is Persuasion / Influencing – Type of Communication?

2. Concept of Perception:

- How every situation has always more than one perspective, and therefore in any given scenario there are always multiple possibilities available at any given time / scenario.

3. Fundamental Characteristic of Effective Influencing:

1. Being Reliable
2. Being Trustworthy
3. Being Assertive

4. The Science / Principles of Persuasion

- Reciprocity
- Commitment / Consistency
- Authority
- Social Validation / Consensus
- Scarcity
- Liking / Friendship

5. The 4 Key Skills / Techniques of Influencing

- 'Curious' Questioning Skills
- Resonant Listening Skills
- The Power of Images
- Influence through Story Telling / Summarizing

6. Managing / Dealing with Different Personalities

7. Reasons why Influence sometimes does not work

- Being aware of habitual traps and enabling self through concepts of Persuasion and Influence.

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