

The Art of Influence

How to increase your influence and the effectiveness of your communications with others

This lively, fun and interactive one day workshop will give you practical skills and tools you can use immediately to improve communication and understanding – whether you are a seasoned professional or just starting out in your career.

Who for

- Those involved in leadership
- Those managing teams
- Marketing professionals and other people involved in communications
- Those involved in HR and people development
- Those involved in sales and customer support

About the course

The course draws upon advanced NLP (Neuro Linguistic Programming) principles and techniques to provide the widest range of learning and experience.

Small group size.

Practical activities and applied group learning.

Overview

Topics include:

- Understand how we each prefer to receive and send information.
- How our communications are influenced by our senses.
- Useful and unhelpful language patterns—how to bring people on-side and avoid conflict / misunderstanding.
- How to use feedback to increase the results of your communications.
- How to understand what lays behind people's behaviours so that you can bring about change.
- How to find out what truly matters to the other person.
- How we filter, distort and delete information
- Being more in control of conscious and unconscious communication.
- Getting on someone's 'wavelength'.

Benefits

Benefits for the individual

- Improve communications (with internal teams, clients, suppliers and collaborators)
- Influence others more successfully (gain agreement, win business, create understanding)
- Get more of what you want – more easily, respectfully, collaboratively, economically
- Negotiate more effectively and gain greater understanding of other people's decision making strategies
- Come away from the workshop with practical things you can use immediately to improve communication and understanding at an organisational and individual level
- Avoid misunderstandings which can be costly and decrease performance



Benefits for the organisation

- Increased performance
- Better alignment of individuals and teams with organisational goals
- Reduced stress / greater focus
- Enhanced communications internally and externally
- Reach goals faster and more economically

"Highly relevant experience offering real life help for building stronger relationships"

"I loved the workshop and it was really thought provoking. "

"I will be using the models to help me with my networking skills. Fab!"

"Lots of food for thought and ideas that I can start implementing right away. "

"Really worthwhile, lots of useful information that you can relate back to marketing"

"Well structured, open active workshop."

"Thoroughly enjoyable – thank you!"

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member

