



## **Communication: Learning to influence and persuade**

### **Background**

Influencing people is essential to success in our professional lives. With every business challenge comes an opportunity to influence an outcome, and with an ethical application of our persuasive skills we can achieve unmatched results. Whether you need to get work done from your peers or from a team on whom you have no formal influencing and persuasive skills are the driving force that will help you accomplish your goals. In this fast-paced and highly integrated program, we focus on the successful techniques that people use to design compelling messages, and explore why some messages are more influential than others. Through hands-on exercises and simulations, you will improve your ability to influence and motivate others to achieve your business objectives

### **Learning outcomes**

- Appeal to an audience by analyzing and responding to their needs
- Engage your listeners and captivate them with your message
- Understand effective techniques of influencing others
- Use logic, emotion, and credibility-based appeals to create a convincing argument
- Design a compelling pitch that influences buy in

### **Content**

- Assessing your own persuasion style
- Understanding Influence
- Understanding effective techniques of influencing others
- Using logic, emotion, and credibility-based appeals to create a convincing argument

### **Pedagogy**

Classroom learning through discussion and case studies.

### **Intended audience**

This program is designed for managers who want to strengthen their influencing and persuasive skills to meet strategic goals. The course will help managers understand the art and science of influence and persuasion and subsequently apply that understanding to their respective businesses.

### **Duration:**

Two-day programme



### **Profile of the programme director**

The programme will be coordinated by a veteran academician from communications area. She has been teaching and training working executives for the past 20 years and her prior teaching experience includes with some very prestigious b-schools like IIMs. She currently heads the Communications Area and International Accreditation at IMT Ghaziabad.

### **Price & Venue**

INR 35,000 per person, IMT Ghaziabad