Influence: The Art of Persuasion

“Surround yourself only with people who are going to lift you higher.”

---Oprah Winfrey

Part of our Leadership Development Program - A Unique and Inspiring Two Day Strategic Leadership Experience
WORKSHOP INTRODUCTION

“The key to successful leadership today is influence, not authority.” - Kenneth Blanchard

The most influential people of our time have also been some of the greatest communicators. Oprah Winfrey changed the face of talk shows and has now been in the Time 100 (an annual list of globally influential people) nine times. In creating the social networking site “Facebook”, Mark Zuckerberg revolutionised internet communication for over 750 million users. Martin Luther King Jr’s “I have a dream” speech is still one of the most memorable moments of the African-American civil rights movement nearly fifty years on.

The Capacity Specialists recognise that ethical influence is an essential skill for managers and leaders, and have developed this workshop as part of our Leadership Development Program. To Quote Simon Sinek, an author best known for popularising the concept of The Golden Circle, “People don’t buy what you do, they buy ‘why’ you do it.” Learning the science and art of persuasion will set you apart. We want to provide our clients with the most important and essential skills and techniques for business.

Influencing is communicating with purpose, whether used in communicating organisational strategy to drive behaviour; or in helping individuals to develop their skills and manage their performance. To influence, you must first learn to communicate effectively. Before thinking about how best to use communication to influence others, it is important to consider what is within your sphere of influence.

All of our programs are designed to positively impact on your skills as a leader. In this workshop, you will be challenged to look more closely at yourself and how both you and others see the world; often very differently.

Building on the skills you already have, and continue to develop, as leaders across the organisation, this workshop aims to guide managers, leaders, senior executives, professionals and entrepreneurs to develop their skills of influence and persuasion and apply them to their lives and roles in the business world. The ultimate intention of learning these skills is that more people will likely say ‘yes’ to your ideas and proposals.

By the end of the workshop participants will:

• Understand human behaviour
• Increase personal credibility
• Speak fluently and confidently
• Maximize verbal and non-verbal communication skills
• Handle difficult meetings with authority, sensitively and constructively
• Build instant rapport with people to win their trust and earn their respect
• Master the techniques of persuasive communication
• Present ideas like a “pro” and get people to say “yes” to you

If the ability to influence and persuade is a skill you desire, then you cannot afford to miss this enlightening 2-day workshop.
WORKSHOP OVERVIEW AND OBJECTIVES

This highly interactive and practical two-day workshop will enable you to understand and develop your primary influencing and persuading style to enable you to communicate confidently and professionally without undermining your personal integrity. You will build a toolkit that will enable you to recognise other people’s primary influencing and persuasion styles and how to adjust your style to move issues and situations forward without pushing, forcing or telling others what to do.

During this experiential workshop participants will learn:

• About themselves and how we, as humans, communicate
• Values, beliefs, perceptions, attitudes, behaviours, world-views and mind-sets
• The process and purpose of communication and communication barriers
• How to build rapport, and how to reframe
• Robert Cialdini’s 6 weapons of influence
• Influence and persuasion techniques

Who is the workshop for?

• Professional managers, senior executives and leaders who recognise that influence and persuasion are essential tools in business
• Lawyers, barristers, accountants, politicians and other professionals from all spheres of business and from the public, private and NGO sectors
• Change agents; people who want to make a difference and leave a lasting mark
• Sales managers and leaders looking to drive their sales

Workshop focus

• An understanding of both self and others and how we communicate
• The science of ethical influence and persuasion
• Tools and techniques to improve and expand our areas of influence
• The power of persuasion
• Putting theory into practice and learning from doing
Focusing on key themes, ‘Influence; The Art of Persuasion’ explores the following areas:

Aristotle taught that rhetoric was an art form that could be approached systematically by a formula for all persuasive attempts - Aristotle's most famous contribution to persuasion was his three means of persuasion: ethos, pathos, and logos. He argued that the most effective persuasive attempts contain all three concepts, setting an unshakable foundation for success.

Ethos - Ethos refers to the personal character of the speaker. Ethos includes such things as body type, height, movement, dress, grooming, reputation, vocal quality, word choice, eye contact, sincerity, trust, expertise, charisma. It is the audience's perception of the credibility of the speaker.

Pathos - Pathos is the psychological state of the audience. The psychological or emotional state of the listener can affect persuasion because our judgment when we are pleased and friendly is not the same as when we are pained and hostile.

Logos - Logos is the substance of a message, or the logic presented to provide proof to the listener. Aristotle believed that humans are fundamentally reasonable people who make decisions based on what makes sense. This manner of reasoning is what enables the audience to find the message persuasive and convincing.

Robert Cialdin’s 6 key principles of influence:
- **Reciprocity** - People tend to return a favor
- **Commitment and Consistency** - If people commit, orally or in writing, to an idea or goal, they are more likely to honor that
- **Social Proof** - People will do things that they see other people are doing.
- **Authority** - People will tend to obey authority figures, even if they are asked to perform objectionable acts.
- **Liking** - People are easily persuaded by other people that they like.
- **Scarcity** - Perceived scarcity will generate demand.
WORKSHOP SCHEDULE

Pre Workshop Essentials – Case studies to be read

Day One

08.30 – Meet and Greet.

• Introduction to workshop
• Ice breaker team exercise
• Know Yourself – Understanding our individual attitudes, beliefs, values personalities and world-views

Coffee/Tea Break

• The Communication Process and barriers
• Exercises, video and group work

12.00 -1.00 - Lunch and networking

• Exercise: Herrmann Brain Dominance
• Discussion: Thinking vs Planning Strategically
• Exercise: Strategic Competition Team research and strategizing
• Team presentations
• Discussion

Coffee/Tea break

• Building Rapport and reframing
• Ethos, Pathos and Lagos
• Exercises, activities, videos and group-work
• Group Discussion – how to apply what we have learned

4.45 – 5.00- Re-cap of today's workshop and question and answer session
**WORKSHOP SCHEDULE**

*Day Two*

**08.30 – 08.45** – Workshop Commences

- Cialdini’s Six Principles of Persuasion

**Coffee/Tea Break**

- Principles of Persuasion Continued
- Exercises, Activities and Videos

**12.00 – 1.00** – Lunch and networking

- Principles of Persuasion Continued
- Group Exercises and Videos
- Tools and Techniques
- Group discussions and presentation of ideas of how we can develop and use the skills learned in the workplace

**Coffee/Tea break**

- Principles of Persuasion Continued
- Group Exercises and Videos
- Tools and Techniques
- Group discussions and presentation of ideas of how we can develop and use the skills learned in the workplace

**4.30 – 5.00** – Future assignments, ongoing development, Thanks and Workshop close.
**WORKSHOP FACILITATOR**

*Trevor Suter – Learning & Leadership Specialist*

*Parts 1, 2 & 3 Masters Degree in Business Administration, Post Grad Cert Management, Post Grad Dip Management, Bachelor of Arts Degree (Hons) International Business, Higher National Diploma (HND) – Business and Finance, Cert Health and Safety, Accredited Associate of Institute for Independent Business International (AInstIB)*

With more than 25 years’ experience in Human Resources and Learning and Leadership Development. Trevor has worked with the world’s ‘best of the best’; the elite ‘Special Armed Forces’; High profile Government Agencies; and other high profile individuals and organisations from around the world including: London Metropolitan Police Force, London Transport, US Navy Seals, British Special Forces and HM Royal Navy, The European Commission, Ford Motor Cars, Sony Electronics, and many more. He has also worked with some highly respected people in Leadership Development; Sir John Whitmore, CEO of Performance Consultants International, Gerard O’Donovan, of Noble Manhattan Coach Training organisation (one of the leading companies across the European Economic Community); and Dr Paul Thomas of DNA Definitive, an organisation working at the very leading edge of leadership development and complexity, and a number of senior country managers in the IBM Group.

His knowledge and vast experience ranges from Executive and organisation development; company start-ups, and preparing a company for inward investment funds - to talent development, leadership and growth, one-to-one coaching, team building and coaching in the workplace, and final exit strategies for CEO’s and owners. He has a great passion for analysing existing strategies in order to establish a closer fit with current needs.

**DATE & TIME**

Monday 8 April 2013 8.00-17.00  
Tuesday 9 April 2013 8.00-17.00

**VENUE**

Hotel, restaurant or similar venue in Phnom Penh

**SUITEABLE FOR**

Professional managers and leaders who recognise new skills are needed and are looking to further develop their leadership skills and nurture and grow the talent within their organisation

Workshop is delivered in English - medium level of English is required.

**WORKSHOP FEE**

- US$300 + 10% VAT early registration by 1 April  
- US$350 + 10% VAT late registrations  
  *Final registration is due by 4 April*

Workshop fee includes:  
- All materials  
- Certificate of attendance, and  
- Lunch, tea/coffee, snacks and water

Please contact Mr Sok Vannak to reserve your seat on 017 774 808 or email training@thecapacitiespecialists.com

**Contact Us Now and Reserve your place!**
How We Work

We work in close consultation with you to conduct a Developmental needs assessment to identify organisational gaps and establish your learning objectives. In collaboration with your senior executives, we apply those findings to create a vision and learning design that will achieve your specific objectives consistent with your organisational culture. Our highly experienced facilitators then deliver programmes with the rigour of research driven insights, proven frameworks and techniques, and multiple opportunities to practice & apply.

Your Personal Development Plan

In addition to our workshops, we can help you develop a personalised learning plan that delivers powerful development and skills at key points throughout your career.

For Your Organisation

The Capacity Specialists provide customised Leadership programmes for select organisations across the region. Our Leadership Development team works in partnership with your top executives to build effective and applicable learning programmes designed to directly address your critical growth needs and challenges.

The real impact of your experience with The Capacity Specialists becomes apparent over time as you continue to apply the lessons learned to each new business challenge.
WHY THE CAPACITY SPECIALISTS?

Situated in the heart of South East Asia and having easy access to major business hubs and cities in the ASEAN region, The Capacity Specialists is ideally located to organise and deliver your leadership developmental needs. With us, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face you and your organisation today.

Experiential simulations and the holistic nature of our programmes, are proven tools for expanding your leadership capabilities and self-knowledge. Not only do they provide the underpinning and researched backed knowledge that is essential for all learning, but they also provide the tools for you to build and grow as individual leaders as your continuing development, and your career, progress.

Our Global Leadership Programmes integrate the best practices and cultural insights of the world’s top leadership development centres & thinkers and forward thinking businesses alike. You will return to your organisation with renewed energy and focus, and the latest strategies for achieving your individual & organisation’s goals—and your career objectives.

Our programme Directors, Programme leaders and specialist programme facilitators design and deliver every workshop; drawing on proven business experience and field-based research, they will engage you in an unparalleled learning experience.

The Capacity Specialists. Top Floor, Corner Streets 63 & 294, Sangkat Boeng Keng Kong I, Phnom Penh, Cambodia - www.thecapacityspecialists.com