COURSE SYLLABUS

Influence & Persuasion Training

Explore ethical ways to influence workplace decisions. Practice recognizing formal and informal influence, understanding others' priorities, and applying persuasion principles.

Group classes (Live Online) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://training-nyc.com/courses/influence-persuasion-classes-nyc



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Course Outline

Module 1 – Influence

I. Formal versus informal influence

Using your influence to achieve your goals

II. Key influence strategies

Strategical influence, tactical, situational

III. What is influence currency?

How and when to use it

IV. Become a better influencer

How to make strong connections with others

Module 2 – Persuasion

V. Persuasion vs influence

Why is it important?

VI. Six principles of persuasion

Reciprocity, commitment and consistency, social proof, liking, authority, scarcity (Dr. Robert Cialdini)

VII. Applying persuasion principles

Situational presentations