



Psychology of Persuasion

delivered by:



Whether you have to persuade someone to buy, invest, buy into, change, or do something, understanding the psychology behind how we are persuaded and why we resist is essential for an effective result. This workshop will give you an insight into the psychology of persuasion and the tools to enhance your approach.

This workshop is designed for anyone who has to persuade regularly as part of their job and are interested in gaining a greater understanding into the psychology of persuasion and enhancing their own ability to persuade effectively.

Participants will:

- Gain greater knowledge of the theories of persuasion and influence
- Understand the impact of the non-verbal aspects of our communication including: vocal patterns, facial expression, gaze, posture and gestures and practice skills to enhance their own non-verbal behaviour for positive influence
- Understand own style of persuasion, recognise the different communication styles of others and learn how to adapt their own style to influence more effectively
- Identify areas that may have a negative effect on the persuasion and how to plan a strategy

The workshop is highly interactive containing theory, discussions, practical exercises, and case studies. We will cover the following areas:

- Central and peripheral routes to persuasion
- Mechanics of influence
- Emotions and their influence on persuasion
- Cialdini's 6 weapons of influence
- Loss aversion
- Locus of control
- Forewarning
- Social behaviour styles
- Non-verbal communication and congruence
- Point of maximum impact
- Relevance theory
- Resistance hurdles and handling objections

Maximum number of delegates: 12

Comments From Past Delegate

“It appeared to be based on sound academic research, it was engaging and relevant”
Andrew Tune ARM, Line Manager

Cost: 1.5 units

To register please email our Training Co-ordinator on registrations@thelearningcollaboration.com