



Persuasion and influencing suite

Overview

Persuasion and Influencing Suite

There are literally thousands of potential suppliers of Management Skills training. What distinguishes what we offer?

All our programmes are research-based and so teach proven skills – not received wisdom. We tailor and customise all our courses to meet the specific needs of the targeted participants. Organisational climate, culture and systems are also taken into account when generating the programme designs and materials.

Our focus is on skills development and our training events are, therefore, highly active and participative. Skills practice takes place using group work; one-on-one audio-recorded roleplays conducted in private, or other appropriate practice media. Practice material can be generic, customised or real case. Our clients select the appropriate mix to ensure that a credible simulation of the situations in which skills development is sought is created on the course.

Delegates receive helpful, objective feedback based on our Behaviour Analysis methodology. This methodology provides participants with a common language with which to understand their own, and others', behaviour. This feedback is used to raise awareness of self and others, to highlight existing strengths and to identify areas for development. This objective feedback is complemented by trainer feedback and delegates are encouraged to give helpful feedback to each other.

All the programmes are supported by comprehensive materials which means that little note taking is required and attention can focus on participation and learning. All the programmes conclude with each delegate drawing up an action plan to encourage on-going skills development and the transfer of learning to the workplace.

Our programmes are grouped in suites to enable a flexible approach to skills development. This allows our customers to select the specific components that are relevant to their particular requirements.

Core Persuasion Skills

This programme focuses on developing the core competencies of face-to-face persuasion. It can either be run as a stand-alone course or can be linked to Strategic Influencing and Persuasion (see opposite).

The target audience is anyone who needs to be able to persuade and influence others, mainly in face-to-face settings, in order to meet their objectives.

The core components are:

- introduction to the two different styles of persuasion – Push and Pull
- exploration of when each is appropriate
- identification of the natural style of delegates
- an overview of the persuasive process
- in-depth practice of Pull style
- how to use Push style effectively
- how to open a persuasive encounter
- planning for persuasion.

The course is for 8 to 12 delegates and is run by two Huthwaite consultants. The duration is three or four days depending on the specific design.

Strategic Influencing and Persuasion Skills

This course can be run as a stand-alone course or linked with the Core Skills course. Where it is stand-alone it will cover all those items listed before and add the items below. Where it is a linked module it will reinforce the core skills with further practice and add the following components.

The target audience is anyone, usually managers, who have to regularly influence and persuade others internally, in a range of settings, in order to meet their objectives.

Additional components:

- the psychology of decision making and a framework for understanding and managing the persuasive process
- exploration of the different phases of decision making and how to identify where someone is in the process
- how to identify and analyse competing alternatives
- how to uncover and influence decision guidelines
- how to predict and handle concerns in persuasion
- the difference between outcomes and solutions and the impact on the persuasive task
- persuading groups
- strategic planning.

The course is for 8 to 12 participants and is run by two Huthwaite consultants. The duration as a stand-alone course is ideally four days. As a linked module it is ideally three days.

