

Principles of Persuasion

WORKSHOP



This intensive two-day course will help you and your staff become more adept at influencing the people around you. You will become familiar with the most effective techniques of persuasion researched by behavioural scientists around the globe.

The Principles of Persuasion (POP) workshop will provide you with verifiable, current, and usable knowledge about how to gain compliance ethically, while improving your relationships with the people you influence.

Ultimately, you will enhance your capacity to think strategically, to step back, and to assess when and how to put forward your positions for maximum leverage.

By drawing on a wide range of studies and real-world examples, this workshop will give you a solid grasp of the universal principles of persuasion.

Key Benefits & Takeaways

In this seminar, you will learn to:

- Apply the core influence skills behind successful leadership, management, negotiation, marketing and sales.
- Effectively employ the Cialdini's Six Universal Principles of Persuasion to produce lasting change in others.
- Steer clear of common influence traps that are manipulative and lead to bad business decisions.
- Shorten the cycle to create and keep trusted relationships by being a "Detective of Influence"
- Identify small changes in your current approaches to make big differences in people's willingness to say "yes" to your requests.
- Avoid bungling away elusive "moments of power," during which people are particularly receptive to your requests.
- Distinguish between ethical and unethical uses of influence to build long-term, mutually-rewarding relationships.

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Heath Slawner, CMCT

Heath Slawner is a Public Speaker and Training Consultant at Hart Resource Development who specializes in designing and delivering soft skills training workshops for clients around the world, including the United Nations. He is the only one certified in Canada to deliver the POP workshop.



This program will appeal to all professionals, including entrepreneurs, executives, individual contributors, managers, and salespeople who wish to create and sustain positive change in others and need to understand how the influence process works. Skills acquired in this program are directly applicable to leadership, management, negotiation, and sales challenges.

Course Outline

Day One (9am-5pm)

Introduction & Context

- Decision Triggers
- Bunglers, Smugglers & Sleuths
- The Contrast Phenomenon

Reciprocity

- Giving, Receiving, and Repaying: The Law of Exchange
- Gifts vs. Rewards: Which Is Better?

Liking

- Similarity
- Praise
- Cooperation

Consensus

- Gaining Critical Mass
- Similarity and Consensus
- In Times of Uncertainty

Integrative Exercise #1

- "Preparing to Influence"

Day Two (9am-3pm)

Authority

- Titles and Trappings: Triggers of Influence
- Expertise: Credibility 101
- Trustworthiness: Credibility 102

Consistency

- The VAP Model for Gaining Adherence
- Pre-existing Alignments

Scarcity

- For the Love of Freedom
- Losing and Gaining
- Competition & Reaction

Integrative Exercise #2

- "Jimmy's Trouble"

Contact

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Register Online at www.regonline.com/pop