

Influence & Persuasion Training

Persuasion is the ability to influence; it is one of the most important skills you can have. In this two-hour workshop, participants talk about formal and informal influence and how to use “influence currency.” Participants practice using key influence strategies to make strong connections with others. The workshop also covers persuasion principles and how to use them to achieve goals.

Group classes in Live Online and onsite training is available for this course. For more information, email contact@nyimtraining.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