



Influencing Others

Highly interactive, self-learning approach to better influencing skills in the workplace.

- 1-4 hours + debrief**
- 6-24** (in 2, 3 or 4 teams of 3-6 per team)
- For staff at any level**
- Includes video component**
- 495 ex VAT**



Influencing Others Develop your powers of persuasion - and a lot more!



Learning objectives

- to understand and use the six key forms of influence
- to recognise situations where influencing skills are required
- to make critical observations of 'influencers' (on video)
- to use influencing skills to achieve an objective
- to use influencing skills to get what you want

Learning objectives

This activity is made up of a number of units, giving Trainers the flexibility to pick and mix to suit their needs and schedules. By way of introduction, and working in small teams, participants prepare and deliver presentations in order to convince another team of the merits of a particular holiday package. It's the holiday that they previously rated lowest in a list of four possibles - making their influencing task that bit more challenging. All the necessary information, in the form of holiday details, is provided. At the end, participants give constructive feedback on each other's current influencing skills.

Participants then consider some work-based situations where influencing skills are clearly required (participants readily identify these as typical of their work experiences). What's the best approach? Where are the likely pitfalls? From these they learn to recognise situations where there's a need to influence and consider how best to prepare: what to say, how to say it etc.

In the next two stages participants make critical observations on the first of three short videos, each on 'influencers in action' (selling the merits of a storm kettle!). The video provides a platform for identifying the six main aspects of influence. And in two further videos participants should be able to identify all the aspects of influence that are being used. They also compare and contrast the different approaches and styles across the three videos. Who is the most persuasive and why? How could participants improve them?

To reinforce the learning, teams receive a set of 'Influence & Persuasion cases' and are asked to identify the aspects of influence that are used in each case. Finally each team receives a 'Scenario' on which they must base a presentation. This is their chance to put all the learning into practice.

Pack contents

- Trainer's Notes
- Sets of four Holiday Cards
- Set of three Videos
- Team Brief
- Set of four Scenarios
- Set of six Influence & Persuasion Sheets
- Handout: Five Situations
- Handout: Reviewing Video #1
- Handout: Which Influencing Style?
- Handout: Key Points

This activity is for face-to-face training. It is supplied as a hard copy pack & the digital files are supplied via the Northgate Trainerhub.

Five-year licence

This Northgate training activity comes with a five-year licence for repeat use with up to 24 participants. A licence is required for each site (or remote hub). To use with larger groups or for multiple site licences please contact us for a quote.

Ideally suited to

Training courses on influencing, persuasion and negotiation. Use it as a stand-alone or to provide an engaging, learning-by-doing element that reinforces the theory and makes the training memorable.

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FACTSHEET

Customer reviews

“ Participants enjoyed the experience (and so did I) and I have received great feedback following the session with regards to how they are applying their ‘learns’. They realised the impact that *effective influencing* can have in their role - they were using only a handful of techniques and are now keen to trial other approaches more appropriate to situations they find themselves in. It brings the subject to life in a *fun* and *interactive* way. I would certainly use the pack again.
K Southerby, Outfit, Arcadia Group

“ We use Influencing Others to help with communication and sales training. *Delegates enjoy it* and it's *easy to facilitate* for the Trainer.
Danielle Hughes, Performance and Development Manager, The Plan Group



Includes
3 videos

Trainer's role (full guidance supplied in Trainer's Notes)

- Arrange the group into teams according to the Trainer's Notes and briefly introduce the topic. Address participants' existing influencing skills: issue 'Holiday Cards' and instruct teams to prepare and deliver short persuasive presentations to the rest of the group. Discuss the influencing skills used.
- Issue the 'Handout' describing five workplace situations where influencing skills are required - for discussion and suggestions on the way forward.
- Watch Video 1 showing some influencing skills in action. Issue the 'Six Key Aspects of Influence' which establish the six main types of influence. Teams study the situations described and try to identify the particular influencing skill(s) at play in the video, such as rapport, credibility, reciprocity, peer pressure etc.
- Teams then watch Videos 2&3 and critique each presenter's performance. What techniques were used? Which video was most successful?
- Finally four scenarios allow teams to use all they have learned so far in the form of presentations which are then judged by the other participants.
- What to do and how to debrief each section is fully supported by clear Trainer's Notes.

Northgate says...

This pack has flexibility, it can be used as a half or even a one-day course, or you can select specific 'units' for use in shorter sessions.

Ordering is easy!

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Fast delivery

£15 UK (next working day)

£29 Europe (1-3 working days)

£39 International (1-5 working days)

Our guarantee

If you are not 100% happy we offer a 30-day no-quibble returns service on unused goods.

