


Influencing Others


Good leaders know how to influence others. This pack reveals the secrets of how to persuade others to do what you want.

 **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**

 **695** (hard & digital copy) or **645** (digital copy) ex VAT



Influencing Others

2nd Edition

Develop your powers of persuasion - and a lot more!



Northgate
TRAINING ACTIVITIES

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 are given an 'influencing' task. They prepare and deliver short presentations on package holidays. All the necessary detail of the holidays are provided. At the end, teams give constructive feedback on each other's influencing skills.

Participants then consider some work-based situations where influencing skills are clearly required (participants readily identify these situations 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 stage, participants make critical observations on the first of three short videos, each showing 'influencers' in action (selling the merits of a storm kettle!). The video provides a platform for identifying the six main aspects of influence. In two further videos, participants are asked to identify all the aspects of influence used by the presenters. They also compare and contrast the different approaches and styles across all three videos. Who is the most persuasive presenter and why? How could participants improve them?

To reinforce the learning, teams now receive a set of 'influence/persuasion cases' and are asked to identify the aspects of influence used in each case. Finally each team receives details of 'a workplace scenario' (all different) on which they must base a persuasive presentation. This is their chance to put all the learning into practice.

A 'Key Points' handout is supplied for participants to take away at the end.

Pack contents

- Trainer's Notes
- Team Brief
- Sets of four Holiday Cards
- Three Videos
- Handouts:
 - Five Situations
 - Review Video
 - Influence & Persuasion Cases
 - Four Scenarios: A,B,C,D
 - Which Influencing Style?
 - Key Points

This activity is for face-to-face training. It is supplied in hard copy and digitally. 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

Any training course on influencing, persuasion and negotiation. Use as a stand-alone session or as a learning-by-doing element to reinforce the theory and make the training memorable.

Influencing Others

FACTSHEET

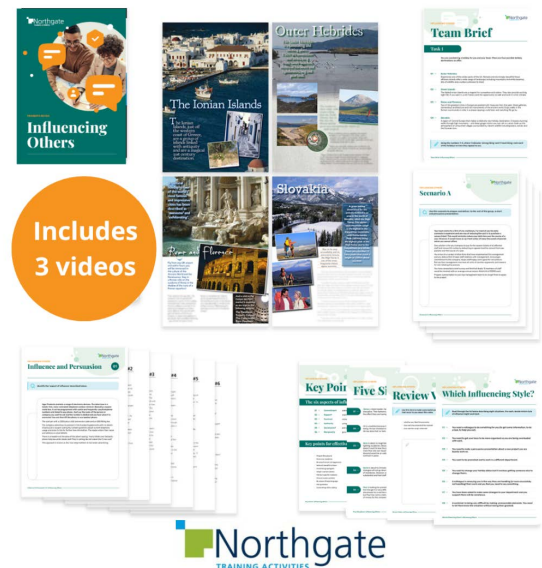
Customer reviews

“ 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. The activity 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.
- To address participants' existing influencing skills, issue the 'Holiday Cards' and instruct teams to prepare and deliver short, persuasive presentations to the rest of the group. Ask for feedback from the group. Could they identify any influencing skills?
- Issue the handout 'Five Situations'. Allow teams time to read the descriptions then for each, ask for suggestions on the way forward - full support is in the Trainer's debrief notes.
- Now view the first video, showing influencing skills in action. Issue the handout 'Influence & Persuasion' which establishes the six main types of influence. Teams study the situations described then ask them to identify the particular influencing skill(s) at play in the video: rapport, credibility, reciprocity, peer pressure etc.
- Show the other two videos and critique each presenter's performance. Ask what techniques are used? Which are most successful and why?
- Finally, issue the 'Four Scenarios', one to each team. Ask teams to read their particular scenario and respond with short presentations that showcase all they have learned about influencing others. Hear the presentations and ask the group for feedback. Which presentation was voted the most effective, and why?
- At the end, issue the 'Key Points' handout to each participant, to take away.

Northgate says...

This pack has great 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!

northgatetraining.co.uk

+44 (0)1225 484990

sales@northgatetraining.co.uk

Fast delivery

Digital files are accessed via the Northgate Trainerhub and the hard copy is sent via courier:
£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.

