

“The person who does the work does the learning”

Phone: 0274 80 79 80

Email: terry@terrywilliamstrainer.com

Learn more online at: <http://terrywilliamstrainer.com/>

Influence & Persuasion Course Outline

COURSE LENGTH: 0.5 DAY

OUTCOMES

- Use a variety of techniques from the secrets from the science of persuasion
- Apply the concepts of pushing and pulling when influencing others
- Understand persuasion
- Prepare to persuade
- Describe different techniques for getting persuasive conversations and presentations underway
- Make a persuasive presentation by using the 5 S's
- Apply storytelling techniques to extend influence
- Leverage concepts of neuro linguistic programming in everyday influence and persuasion
- Get off on the right foot
- Use various presentation strategies
- Use neuro linguistic programming (NLP) techniques

You'll see a variety of learning strategies: cooperative / collaborative, constructive, experiential, Socratic, accelerated learning. Participants will experience rotation of paired / small group work, the creation or completion of partial existing content to adapt it to their own situations, the tactical use of purposeful questions to guide people to self-discovery rather than just telling, intermittent problem-solving team-based challenges, a welcoming learning environment that gets the learners and their brains ready to learn.

As part of addressing ever-diverse groups, as well as being generally wise principles of learning, I also draw on principles from the field of Maori education:

- Ako (Learners also learn when they teach others)
- Poutama (Like a ladder, learning needs to climb on previous learning)
- Te Whare Tapa Wha (The learner's needs need to be met across multiple dimensions: physical, mental, emotional, social)
- Tuakana Teina ('buddy system')

People are different and some topics lend themselves to being best delivered by particular styles. Therefore, what you get is *variety*, and a professional, experienced facilitator able to take examples and scenarios from the real-world of the participants and workshop them together in real-time, as opposed to didactic linear delivery of generic content. These methods ensure a productive, effective, and efficient balance between the delivery of academic content, and a practical and relevant session that is engaging, memorable, and interactive.