



COMMUNICATING TO INFLUENCE / ASSERTIVENESS SKILLS

OVERVIEW

On completion of this programme, participants will have gained an understanding of their own influencing style and how to use it to their best advantage. Participants will enhance their personal effectiveness through assertive behaviour.

Duration: 1 DAY

OBJECTIVES

Following this programme participants will be able:

- To assess their own behaviour
- To increase assertive behaviour, improve their ability to influence and persuade others
- To negotiate to achieve win-win situations
- To identify techniques for building confidence and self-esteem
- To give and receive constructive criticism
- Outline a personal development plan for developing individual effectiveness

SUMMARY CONTENT

Communicating to influence:

- How to get real understanding
- Realization of how body language impacts on communication
- The benefits of a positive attitude
- One way and two way communication using 'memorandum exercise' (shows importance of body language, being clear, interpretation vs. intent, approachability)
- Skittles exercise – the tutor will write the learning points from the exercise on the flipchart
- Barriers to effective communication within a team
- The importance of active listening and of body language
- Improving communication within your own sphere of influence
- Verbal and non-verbal aspects of influencing
- Gaining acceptance for your view
- Influencing upwards and downwards

Negotiating assertively:

- Saying 'NO'
- How to say what you mean / How to ask for what you want
- Making a persuasive case for something you want
- The process of negotiation in person and over the phone



Principled negotiation – achieving ‘win-win’
Gaining acceptance of your view

TRAINING METHODS

This programme is highly participative with particular emphasis on practical sessions and skill and each delegate will deliver a 4-5 minute work related presentation (e.g. presenting facts, making a persuasive case in a meeting or during a one to one situation)