

INFLUENCE

Amplify your personal brand and impact

◆ ABOUT THE COURSE

One of the main skills required to succeed at work is the ability to influence others. Doing this requires many different capabilities. You need to be clear on what you stand for, how others perceive you and be able to build strong relationships.

This course explores these different components. We will provide you with the tools needed to become more influential, persuasive and successful in the workplace.

◆ SESSION AGENDA

- 01 Your Strengths**
Explore your strengths and how they shape the way others perceive you.
- 02 Understanding Others**
Understand what matters to different people and adapt your approach to build trust and connection.
- 03 Influencing**
Learn how to communicate your ideas clearly and increase your ability to influence others.
- 04 Persuasion**
Discover practical techniques that make your messages more engaging, credible and persuasive.
- 05 Telling Your Story**
Develop a clear, authentic way of communicating who you are and the value you bring.

◆ INTERACTIVE EXERCISES

Strengths Audit

Reflect on your key strengths and document the top five that define your personal brand.

Circle of Concern

Map the Circle of Concern of someone you need to influence and consider what you would do differently.

PROVE in Practice

Apply the PROVE framework to a real situation where you need to influence someone at work.

Building Language

Practise using building language and identify three colleagues you can help to build reciprocity.

Elevator Pitch

Draft your elevator pitch and consider how you will make it memorable and authentic.

◆ LEARNING OUTCOMES

- ◆ Master tools to help you influence and persuade effectively in the workplace.
- ◆ Build your credibility and rapport to strengthen professional relationships.
- ◆ Learn how to adapt your influencing style to fit different situations.

FACILITATED SESSION

This is a facilitated, discussion-led workshop rather than a lecture. Your coach guides the group through practical exercises, encourages open discussion, and creates an engaging environment where participants can share experiences, challenge their thinking and learn from one another.