

Persuasion & Influence Psychology (Code: PIP)

Evolution-U Persuasion & Influence Business Suite

1 Day Theory + 1 Day Application - Advanced



*The Evolution-U Persuasion & Influence Business Suite is a focused offer of engaging soft skills trainings, providing **usable tools for better & measurable performance** praised by our clients*

Course Outline

This training is based on the research of world leading business psychologist Dr. Robert Cialdini. Over 30 years of research have uncovered six underlying principles of persuasion which govern whether we receive a 'Yes' or a 'No' to our requests. These principles can be applied in all areas of business, social or personal life where increased influence would be of benefit. Whether you have an external client or internal stakeholder facing role, need to influence management or team members, a detailed understanding of the principles taught in this course can change your outcomes.

Learning Objectives

By taking this course, participants will;

- Learn the decision triggers and discuss the ethics of persuasion;
- Discuss three different approaches to using persuasion;
- Learn how to manage perception and thereby utilise the principle of contrast in any influencing situation;
- Adopt a 4-step approach to utilising persuasion and identify which naturally exist in any influencing situation, utilising them in an effective and ethical way;
- Develop a detailed understanding of the six principles of persuasion and how to manage their impact;
- Apply the principles in a cultural context to understand cultural variations between the principles;
- Participate in a review session including an on-line quiz where participants compete against each other;
- Apply each of the six principles to a series of work relevant situations in increased influence is desired;
- Be aware and act accordingly when people are trying to use any of the six principles of persuasion against you in an inappropriate or unethical way.

Evolution-U offers the option to develop a business relevant case study at no additional charge which can be used during the training as a reference point for application of the theory delivered. A lead time of one month prior to training is required to prepare the case study and access to a senior level resource will be required.

Day 1 Course Content: Theory

Introduction to Persuasion

In this opening section we cover areas including the reasons for studying persuasion, triggers of persuasion, the ethical use of persuasion and the types of persuasion practitioners, good and not-so-good that we encounter in our business and personal dealings.

The Contrast Principle

The contrast principle is one of the most powerful tools available for use in sales, negotiation and market positioning. Based on the theory that what comes immediately before a request will influence the recipient's likelihood to agree to the request, this module looks at detail into the contrast principle giving instruction on how to apply the principle and requiring participants to come up with solutions to examples on their own and in groups.

Reciprocity

This module introduces and analyses the powerful principle of reciprocity which states that across societies, there is an obligation to repay what has been given to us. A series of examples and class exercises are used to demonstrate the different elements at play in the principle of reciprocity so that participants are in the position both to recognise when this is being used against them, and when they can use it to increase the chances of success on a given deal.

Consistency

Consistency is valued highly in society. People prefer to do business with people who are consistent in their approach to making decisions and closing deals. This module introduces the underlying triggers that create consistency allowing practitioners to import this principle into their business dealings so as to increase the likelihood of developing profitable long term business relationships. This module includes case studies and participant exercises.

Consensus

This principle states that we look to what others are doing as a means of gaining information on the correct course of action. There are some circumstances in which this principle is amplified or less prevalent. This module analyses the components influencing the principle of consensus and when it can be used to increase the likelihood of agreement to a proposal or sale. This module includes case studies and participant exercises.

Liking

People like to do business with people they like. This principle is pervasive across societies. There are techniques that can be used to increase the likelihood that one person likes another. This module introduces the principles which govern liking allowing participants increased ability to develop relationships with their clients. This module includes case studies & participant exercises.

Authority

We are all brought up with authority figures around us and in business the principle of authority continues to weigh on the way people make decisions. Sometimes authority is used to influence a decision in a way that is not appropriate. This module introduces how authority is triggered and used in day to day business dealings to increase the likelihood of a deal being struck, and when these uses of authority are appropriate and warranted. This module includes case studies and participant exercises.

Scarcity

The principle of scarcity is used regularly by businesses to position their product or service as more valuable than it is. Understanding how to utilise scarcity effectively and ethically is important to any business person in a competitive market. This module analyses the structure of scarcity and how to use the principle in business.

Cultural Variations

While all principles exist across cultures, the degree of importance each holds can vary significantly. This section studies the differences in cultural variation across the six principles and how to utilise these biases in applying the principles of persuasion.

Day 2 Course Content: Application

Prior to Day 2 of the training, participants shall be requested to complete a pre-course worksheet which will take approx. 30 minutes to complete. The pre-course work requires participants to detail a work relevant situation where they need increased influence, using the content from day 1 to analyse the present state based on the six principles. Day 2 can either be held immediately following day 1, or anything up to 6 months later to allow time for initial application by participants. The format of day 2 is as follows:

Review Part 1 - Content

A review of the core six principles content. Depending on the time elapsed between sessions, this review will be from 30-90 minutes.

Review Part 2 - Quiz

A 20 question online quiz where participants compete to win recognition from their peers by achieving the highest score! A fun and interactive approach to further review specific elements of the content.

Application

The major focus of day 2 is business application of the principles, Using the pre-work sheets completed by participants, group breakouts, case studies and instructor led discussion are used to facilitate a deep dive into how to apply the principles in business and get the most out of the investment in the training,

Who Should Take This Course

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all internal or external client-facing staff. Anyone dealing with sales, negotiation or mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in this course.

**For more information & reservations please contact Jessica
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NLP Communication Skills • Collaborative Communications • Pitching & Presenting
Sales Effectiveness • Building Trust • Negotiation Theory • Diversity & Inclusion
Persuasion Psychology • Personality Profiling • Leadership & Management