

# WHO & WHY?



For anyone who wants to work with others in a way that creates a positive impression, enhances your influence and helps you be more persuasive.








## Outcomes

- ✓ Create and sustain a positive first impression
- ✓ Be more able to gain the support and buy in of others
- ✓ Present your case in a persuasive manner

## Content

- What helps, what hinders: your personal experience
- Creating a positive impression
- The influencing triangle
- Credibility, likeability & affinity
- Being persuasive

## Learning Approaches

-  core learning input
-  role play / simulation
-  your ideas & suggestions
-  paired activities
-  open discussion
-  solo activities
-  reflection & consolidation
-  'real life' case work

 on site or  online

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Engaging presenter talking knowledgeably about an important topic. Very useful – would highly recommend.

Auditor, Co-op Group

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