

## Persuasion and Influence

*Build Trust and Influence Throughout the Organization*

Gone are the days when persuasion consisted of “because I said so.” With the flattening of corporate power structures, the most effective way to persuade others is to secure their trust and influence their attitudes and actions in a constructive “win-win” mindset.

In this program you will practice the use of persuasive strategies and skills under a variety of situations. You’ll learn to build trust with your audience, communicate clearly to strengthen your message, appeal to people’s emotional and intellectual sides, and exercise constructive influence throughout the organization.

### Online Program Format

Each day of the program includes two facilitator-led online sessions in real time. Sessions are highly interactive, enabling you to network with peers, brainstorm ideas, engage in skill-building activities, and receive constructive feedback. You will also have access to self-directed resources (readings, videos, checklists etc.) that you can review at any time.

### Takeaways

- Strengthen your credibility and trust-building skills
- Establish rapport with your audience
- Tailor your message to your audience
- Communicate with greater clarity and confidence
- Appeal to people’s intellectual and emotional sides
- Anticipate and deal with objections and resistance
- Identify the various means of power and persuasion at your disposal

### Audience

Professionals whose job effectiveness depends on their ability to persuade others. Examples include:

- Senior executives, directors, business owners and partners
- Experienced leaders/managers of business units or other groups of people
- Those who work extensively with clients, such as consultants and marketing and sales managers
- Anyone in an argument-based profession: lobbyists, advocacy representatives, negotiators, etc.

## Program Content

### Trust as an Accelerant of Persuasion

- What is trust based on?
- Conscious trust, credibility and the double-edged sword of confidence
- Emotion and subconscious-based trust
- Building calculative trust

### Creating Persuasive Messages

- Tailoring your message to your audience: speaking to their experiences and values
- Choosing the right balance of detail, logic and emotion
- Being persuasive over video-conferencing
- Using stories

### Overcoming Barriers to Message Clarity

- Dealing with the curse of knowledge
- Preventing message mutation
- PowerPoint: how it helps and hurts persuasiveness

### Using Power Constructively

- Identifying varieties of power sources
- Dirty tricks of persuasion
- Persuasion, power and negotiations: win-lose vs. win-win approaches

## Special Features

This program emphasizes interactive discussions based on the science of persuasion, as well as role-playing exercises designed to build your trust and influence skills.

## Program Leader

**Dr. Tom Tripp** is Professor of Management, and Senior Associate Dean for Academic Affairs in the Carson College of Business, at Washington State University, where he teaches courses in leadership, decision-making and negotiation skills. An internationally famous expert in workplace conflict, he publishes widely on workplace conflict, revenge and forgiveness. He is also a popular educator who has won numerous awards for teaching excellence.

## To Register

Executive Education

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