

€ TRAINING

Communicating for Influence and Impact





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Introduction

You can have an impact and speed up change for society if you have strong communication abilities. Finely honed communication skills can promote collaboration, enhance problem-solving, and have an impact on decision-making when systems become more volatile, unpredictable, complex, and ambiguous.

The London Premiere Centre's Communicating for Influence and Impact course offers in-depth analysis and a variety of tools to create compelling communication.

To overcome obstacles to success, you'll learn how to speak with purpose. Additionally, you'll get the chance to evaluate your own leadership style and modify your communication methods in order to assist create the future you want.

Course objectives

At the end of this course, participants will be able to:

- Read minds! Alternately, comprehend why some people are more difficult to persuade and deliver your message in ways that are effective for them.
- Recognize many personality types and be familiar with the keywords that fit each one Frame your message in light of other people's values and motivations.
- Use body language to amplify what you say in words.
- Find solutions that satisfy all stakeholders and are win-win
- Learn how to build rapport with anyone and get "onside"
- Come away more charismatic and having developed your own personal power
- Lead and inspire others more effectively

Targeted Audience

Leaders, managers, salespeople, and anyone who wants to be more persuasive and influential will benefit from this course.

Course Outline

Unit 1:

- The need for impactful communication
- Gain insight into the critical role of communication to create positive change in a volatile, uncertain and increasingly complex world.
- The role of communication in shaping society
- Understand how communication can be used to build more inclusive communities.

Unit 2:

- Purpose-driven communication and influence
- Learn how embedding and cultivating a purpose driven organisational culture can affect change within an organisation.

- Influence change within and beyond your network
- Explore how communication can be used to influence change, infuse confidence, and overcome barriers.

Unit 3:

- Attributes of an effective communicator
- Explore the attributes that contribute to becoming an effective influencer.
- Communicate effectively using listening and storytelling
- Examine different communication approaches and techniques.

Unit 4:

- Maximising your influence and impact
- Reflect on your Personal Impact Plan and create a network of peers.

Unit 5:

- Collaborating to achieve impact
- Gain insight into how to achieve cooperation with stakeholders through effective communication.