

# € TRAINING

Personal Effectiveness and Influencing Skills



21 - 25 July 2024  
Istanbul (Turkey)  
Sheraton Istanbul Levent



# Personal Effectiveness and Influencing Skills

REF: Q128 DATE: 21 - 25 July 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 5300 Euro

## Introduction:

This training program is designed to enhance participants' ability to communicate effectively and exert influence in various contexts. It equips individuals with the tools and confidence to navigate complex situations, influence others ethically, and achieve success in their endeavors.

## Program Objectives:

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

- Achieve a balance between speaking and listening, fostering active participation from all while employing effective listening techniques.
- Articulate thoughts clearly and concisely, ensuring clarity of key messages, and encourage diverse viewpoints.
- Utilize nonverbal cues to demonstrate receptiveness and understanding, while maintaining appropriate communication levels with stakeholders.
- Harness personal communication strengths, adapting methodologies as needed, and employ influence tactics that prioritize collaboration.
- Persuade others using proactive, win-win strategies, and demonstrate professionalism in communication and presentation.
- Plan and deliver business presentations confidently, engaging key decision-makers effectively.

## Targeted Audience:

- Managers.
- Supervisors.
- Team leaders.
- Human Resources Staff.
- Employees among all departments.

## Program Outlines:

Unit 1:

## Personal Inner Communication Essentials:

- Define Communication and its significance in personal growth.
- Explore the 3 major levels of Communication: Intra-Personal, Inter-Personal, Inter-Active synergy.
- Recognize the importance of understanding different 'fields of experience'.
- Unveil the power of Non-Verbal Communication in conveying messages effectively.
- Learn techniques for controlling the subconscious mind to enhance communication.
- Embrace the art of self-dialogue for inner clarity and communication effectiveness.

## Unit 2:

### Understanding Communication and Persuasion:

- Deconstruct the communication cycle and its relevance in daily interactions.
- Analyze the Communication Pyramid and its implications in conveying messages persuasively.
- Explore the potency of words and the I-A-D-A communication format.
- Understand the neuroscientific aspects of communication and persuasion.
- Master the essentials of public speaking, including voice modulation and body language.
- Conquer public speaking fears through active listening and strategies for influence.

## Unit 3:

### Communicating and Presenting Effectively:

- Develop skills to organize and structure presentations for maximum impact.
- Harness the potential of visual communication aids and cross-cultural sensitivity.
- Tailor presentations to suit diverse audience preferences and needs.
- Utilize effective telephone communication techniques in professional settings.
- Implement strategies for engaging and captivating audiences during presentations.
- Incorporate positive visual imagery and the psychology of smiles to enhance communication effectiveness.

## Unit 4:

### Communication Strategies for Professional Excellence:

- Acquire decision-making prowess to navigate communication challenges effectively.
- Utilize strategic negotiation skills to achieve desired outcomes.
- Master the 9 keys to delivering compelling presentations.
- Develop systematic filing systems to streamline communication processes.
- Source and utilize reliable information for effective communication strategies.
- Implement communication strategies that align with organizational goals and objectives.

## Unit 5:

### Applying Personal Influence and Persuasion:

- Apply strategic communication principles to exert personal influence and persuasion.
- Create a comprehensive "Plan of Action" integrating communication strategies for personal and professional growth.
- Proactively initiate and drive positive change through effective communication practices.
- Harness the power of persuasion to achieve desired outcomes in personal and professional contexts.
- Implement ongoing communication practices that foster continuous improvement and success.
- Cultivate a proactive mindset to navigate challenges and seize opportunities through effective communication.