



face value
PERFORMANCE PSYCHOLOGY

Influence and Persuasion

A half-day skills workshop from Face Value

We experience influence and persuasion in all that we do, every day of our lives. The ability of humans to influence and be influenced by each other has been described as probably one of the cornerstones of the evolution of the human species. We developed language in order to be able to help 'change another's mind' in some way. In this course, we'll be looking at language as the basis of influencing.

In this half-day course, you will cover the following learning outcomes through individual, paired, small- and whole-group activities:

- When do you need to influence someone?
- The persuasion process and the 'Boomerang effect'
- A 5-step model to successful persuasion
- Proofs that persuade: using rhetorical devices:
 - Personal power (ethos)
 - Logical proof (logos)
 - Emotional proof (pathos)
- When and who (at work) will you plan to influence more successfully?

Course key information

- Half-day course (AM or PM).
- Full-day course formats are also available.
- In-person or virtual delivery (MS Teams).
- 3 hours of delivery + 30 minutes of breaks.
- Interactive sessions with small-group work.
- 12 delegates only (min. 6 required to run).
- Full-colour course workbook.
- Refreshments and pastries upon arrival.
- Open/public: £99 + VAT per delegate.
- In-house: £750 + VAT for 12 delegates.

Face Value is a Sheffield-based business which draws on over 30 years of experience in operational management, leadership development, organizational behaviour and neuropsychological coaching to provide evidence-based, bespoke and practical services to businesses across Yorkshire and the United Kingdom. Get in touch today to discuss how we can help you!