

Leadership & Management Development



1.10 Persuading & Influencing Skills

The programmes within this Communication pillar are not “off-the-shelf” courses. They are designed as a menu of development options that can be combined, adapted and shaped to reflect what is really happening inside your organisation. What initially presents as a “communication problem” frequently turns out to be something deeper – a question of confidence, trust, conflict, influence or clarity of management.

These outlines are therefore best read as catalysts for discussion – prompts to help you reflect on how people currently communicate, where friction or misunderstanding arises and what kind of development will genuinely shift behaviour. In practice, the most effective solutions often draw on complementary elements from across our other pillars – Personal Development, Management and Leadership, Business Development and Senior-Level Leadership and Talent Development. Every intervention we deliver is built in partnership with you, around your culture, your people and the outcomes you need to achieve.

Course Overview

Being able to persuade and influence effectively is critical to achieving results through others. This practical one-day programme equips participants with communication techniques that encourage cooperation, strengthen credibility and help build buy-in from stakeholders.

Delegates will learn how to structure persuasive messages, engage others with confidence and respond constructively to resistance. They will leave with practical strategies to influence decisions while maintaining trust and strong working relationships.

Who Should Attend

This programme is suitable for professionals who:

- Communicate proposals or ideas to stakeholders
- Need others' support or agreement to deliver results
- Work across teams, departments or clients
- Want to strengthen personal impact and influence

Applicable across all industries and career levels.

Context

Influence is a key leadership responsibility that shapes decisions, alignment and progress. When messaging lacks clarity or impact, leaders may find that even the best ideas struggle to gain traction. Building influence requires trust, insight and the ability to connect with what matters to others.

At Expleo we help leaders communicate in ways that shift thinking and encourage commitment. This programme strengthens professional influence by focusing on credibility, confidence and the human behaviours that build support for positive action.

How Certification is Earned

Upon successful completion of this course, participants will be awarded a certificate of attendance from Expleo Academy.

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Course Objectives

By the end of the programme participants will be able to:

- Explain principles that support ethical influence
- Structure arguments that support decision-making
- Communicate with clarity and emotional intelligence
- Build rapport and credibility in professional interactions
- Identify and address concerns or objections effectively
- Apply influence techniques that support positive business outcomes

Course Outline

1. Foundations of Persuasion and Influence

- How influence supports progress and collaboration
- Principles of persuasive communication

2. Persuasion Strategies

- Building strong arguments aligned to stakeholder needs
- Making messages compelling and relevant

3. Communication for Influence

- Speaking with confidence and clarity
- Using stories and examples to connect emotionally

4. Building Trust and Rapport

- Strengthening credibility through consistent behaviour
- Adapting approach to different personalities and styles

5. Responding to Resistance

- Understanding what may block buy-in
- Strategies to help move conversations forward

6. Ethical Influence

- Ensuring integrity and respect in influencing behaviour
- Creating shared success and collaboration

Training Methodology

This practical workshop includes:

- Real workplace scenarios
- Pair and group practice sessions
- Facilitator feedback and peer insights
- Action planning for real-life applications

Participants will leave with tools that improve communication impact immediately.

Contact

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