Advanced Persuasion and Influencing Skills for Managers Training Course



07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #IS9471_257691

Course Introduction / Overview:

This Advanced Persuasion and Influencing Skills for Managers Training Course, offered by BIG BEN Training Center, is meticulously designed to equip managers and leaders with the sophisticated tools and techniques required to navigate complex organizational landscapes and achieve desired outcomes. In today's dynamic business environment, the ability to influence without authority, build consensus, and drive change is paramount. This comprehensive program delves deep into the psychology of persuasion, moving beyond basic communication to explore advanced persuasion techniques and strategic influencing tactics. Participants will learn to master the art of ethical persuasion in business, developing powerful communication skills and executive presence to inspire action and foster collaboration. Drawing insights from renowned experts like Dr. Robert Cialdini, author of the seminal work "Influence: The Psychology of Persuasion," the course provides a robust framework for understanding human behavior and leveraging cognitive biases to develop persuasive arguments. It focuses on practical application, enabling managers to enhance their managerial influence strategies, improve negotiation and influence capabilities, and effectively manage stakeholders. By the end of this training, participants will be adept at building rapport and trust, leading to more effective decision-making influence and successful implementation of initiatives across various departments and teams. This course is a vital investment for any professional seeking to elevate their leadership communication skills and drive significant organizational impact.

Target Audience / This training course is suitable for:

- Mid to senior-level managers.
- Team leaders and supervisors.
- Project managers.
- Department heads.
- Executives and directors.
- Professionals involved in negotiation and stakeholder management.
- Individuals aspiring to leadership roles.
- Anyone seeking to enhance their influencing skills.

Target Sectors and Industries:

- Information Technology.
- Finance and Banking.
- Healthcare.
- Manufacturing.
- Retail and E-commerce.

- Consulting Services.
- Government Agencies and equivalents.
- Education.
- Telecommunications.
- Energy and Utilities.
- Non-profit Organizations.
- Pharmaceuticals.
- Logistics and Supply Chain.
- Marketing and Advertising.

Target Organizations Departments:

- Human Resources.
- Sales and Marketing.
- Operations.
- Project Management.
- Strategy and Planning.
- Public Relations.
- Business Development.
- Customer Service.
- Research and Development.
- Legal.
- Finance.

Course Offerings:

By the end of this course, the participants will have able to:

- Apply advanced persuasion techniques in diverse professional contexts.
- Develop powerful communication skills for impactful influence.
- Master strategic influencing tactics to achieve organizational goals.
- Enhance negotiation and influence capabilities for better outcomes.
- Build rapport and trust effectively with colleagues and stakeholders.

- Lead change initiatives by influencing without authority.
- Understand the psychology of persuasion and human decision-making.
- Improve conflict resolution through persuasive communication.
- Cultivate executive presence and leadership communication skills.
- Formulate ethical persuasion in business strategies.
- Drive decision-making influence across teams and departments.
- Manage stakeholders effectively through tailored influencing approaches.
- Develop a personal action plan for continuous improvement in influence.
- Leverage storytelling for engaging and persuasive communication.

Course Methodology:

The Advanced Persuasion and Influencing Skills for Managers Training Course employs a highly interactive and experiential training methodology, ensuring participants gain practical, actionable skills. BIG BEN Training Center is committed to fostering a dynamic learning environment where theoretical concepts are immediately applied through real-world scenarios. The course heavily utilizes case studies, allowing participants to analyze complex business challenges and develop strategic influencing tactics in a simulated environment. Group discussions and teamwork activities are central to the methodology, encouraging peer learning and the exchange of diverse perspectives on managerial influence strategies and ethical persuasion. Role-playing exercises provide a safe space for participants to practice new advanced persuasion techniques, refine their leadership communication skills, and experiment with different approaches to negotiation and influence. Continuous feedback, both from instructors and peers, is integrated throughout the program, enabling participants to identify areas for improvement and solidify their understanding of effective influencing strategies. Interactive sessions, including workshops and practical exercises, are designed to build confidence in applying concepts such as building rapport and trust, influencing without authority, and driving organizational change. This hands-on approach ensures that participants not only grasp the psychology of persuasion but can also confidently implement these skills back in their workplace, leading to tangible improvements in their managerial effectiveness and overall impact.

Course Agenda (Course Units):

Unit One: Foundations of Advanced Persuasion and Influence

- Understanding the core principles of influence and persuasion.
- Exploring the psychology behind human decision-making.
- Identifying personal influencing styles and their impact.
- Building credibility and trust as a foundation for influence.
- Ethical considerations in advanced persuasion.
- The role of emotional intelligence in influencing others.
- Overcoming resistance to influence.
- Introduction to classic models of persuasion.

Unit Two: Strategic Communication for Impactful Influence

- Crafting compelling messages for diverse audiences.
- Active listening and empathetic communication techniques.
- Non-verbal communication and its persuasive power.
- Storytelling as a tool for engaging and influencing.
- Framing arguments to resonate with stakeholder values.
- Adapting communication styles for different contexts.
- Delivering persuasive presentations with confidence.
- Leveraging digital communication for broader reach.

Unit Three: Advanced Negotiation and Conflict Resolution

- Principles of advanced negotiation for win-win outcomes.
- Identifying and leveraging sources of power in negotiations.
- Strategies for managing difficult conversations and objections.
- Mediating conflicts and building consensus among teams.
- Understanding cultural nuances in negotiation and influence.
- Developing persuasive counter-arguments.
- Techniques for breaking deadlocks and finding common ground.
- The art of compromise and strategic concession.

Unit Four: Influencing Stakeholders and Driving Change

- Mapping key stakeholders and their influence networks.
- Strategies for influencing without formal authority.
- Building coalitions and alliances for organizational goals.
- Leading change through persuasive communication.
- Overcoming resistance to change initiatives.
- Gaining buy-in for new ideas and projects.
- Developing a personal influence action plan.
- Measuring the impact of influencing efforts.

Unit Five: Sustaining Influence and Leadership Presence

- Cultivating a powerful leadership presence.
- Developing long-term influence relationships.
- Mentoring and coaching others in influencing skills.
- Continuous self-assessment and improvement in persuasion.
- Applying advanced influence in complex organizational scenarios.
- Building a legacy of positive influence.
- The future of influence in a dynamic business environment.
- Refining personal brand for enhanced credibility.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era increasingly defined by data and logic, how can managers ethically leverage the psychology of persuasion to foster genuine buy-in and drive sustainable change, rather than merely achieving compliance?

What unique qualities does this course offer compared to other courses?

This Advanced Persuasion and Influencing Skills for Managers Training Course distinguishes itself through its profound emphasis on the ethical dimensions and practical application of influence, moving beyond superficial tactics to cultivate genuine leadership communication skills. Unlike many programs that focus solely on techniques, this course, offered by BIG BEN Training Center, deeply explores the psychology of persuasion, providing participants with a nuanced understanding of human behavior and decision-making processes. It integrates advanced persuasion techniques with a strong ethical framework, ensuring that managers learn to influence with integrity and build lasting trust, rather than resorting to manipulative practices. The curriculum is meticulously designed to address the specific challenges faced by managers, offering strategic influencing tactics for complex scenarios such as cross-functional influence, stakeholder management, and driving organizational change. Participants will engage with real-world case studies that highlight the intricacies of negotiation and influence, allowing them to develop bespoke managerial influence strategies. The course prioritizes the development of executive presence and high-impact communication, equipping leaders to articulate vision, build consensus, and inspire action effectively. It’s not just about what to say, but how to say it, and more importantly, how to understand and respond to the underlying motivations of others. This holistic approach ensures participants develop a comprehensive toolkit for sustained managerial effectiveness and impactful leadership.