INFLUENCING SKILLS

About Marc Ellis Training Academy

Marc Ellis have been specialists in recruiting for the digital and Technology industries for over a decade. We believe and strongly endorse the digital initiatives that all the GCC are undergoing and support businesses & government entities in supplying some of the best skilled workforce in the region.

We have over the years combined expertise and specialist talent pool to allow us to support clients (who come in all sizes) and candidates to ensure we find the perfect match.

Since we know what the market requires, we launched Marc Ellis Training Academy to allow all people within the market in the GCC to be skilled up with the best certifications in the Technology & Digital skillsets.

We collaborate with some of the most talented and gifted trainers to offer fun, intractive and most importantly informative courses to allow people taking part to benefit from it.

WE OFFER A RANGE OF SPECIALIST COURSES INCLUDING

SCRUM MASTER BY SCRUM INC

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+ MANY MORE

MARC ELLIS HAS A 100% PASS RATE OF STUDENTS TAKING PART IN OUR COURSES

Overview of Influencing Skills

An Influencing Skills Training Course is designed to enhance participants' ability to positively impact others, navigate interpersonal dynamics, and achieve desired outcomes through effective communication and persuasion. The course typically covers a range of topics to develop participants' skills in influencing others, building rapport, and fostering collaboration. Here's an overview of what such a course might include:

- **Introduction to Influencing Skills:**
  - Definition and importance of influencing skills.
  - Differentiating between manipulation and ethical influencing.
- **Understanding Human Behavior:**
  - Psychological principles behind decision-making and behavior.
  - Recognizing and adapting to various communication styles.
- **Building Rapport:**
  - Techniques for establishing and maintaining rapport.
  - Importance of empathy and active listening.
- **Effective Communication:**
  - Verbal and non-verbal communication skills.
  - Clarity, conciseness, and assertiveness in communication.
- **Strategies for Positive Influence:**
  - Identification of key influencers and decision-makers.
  - Developing a strategic approach to influence.
- **Negotiation Skills:**
  - Basics of negotiation theory and practice.
  - Win-win negotiation strategies.
- **Handling Resistance:**
  - Understanding and addressing resistance.
  - Overcoming objections and obstacles.
- **Adapting to Different Situations:**
  - Tailoring influencing strategies to specific situations.
  - Flexibility in approach based on organizational culture and individual preferences.

Curriculum and Learning Objectives

Module 1: Introduction to Influencing Skills

Learning Objectives:

- Define influencing skills and their significance in professional and personal contexts.
- Understand the difference between ethical influencing and manipulation.
- Identify key elements of effective influence.

Module 2: Understanding Human Behavior

Learning Objectives:

- Explore psychological principles that influence decision-making and behavior.
- Recognize different communication styles and adaptability.
- Apply behavioral insights to enhance communication effectivenes

Module 3: Building Rapport

Learning Objectives:

- **D**emonstrate techniques for establishing and maintaining rapport.
- Practice active listening and empathy skills.
- Understand the role of trust in building effective relationships.

Module 4: Effective Communication

Learning Objectives:

- Enhance verbal and non-verbal communication skills.
- Communicate with clarity, conciseness, and assertiveness.
- Tailor communication to different audiences and situations.

Module 5: Strategies for Positive Influence

Learning Objectives:

- Identify key influencers and decision-makers.
- Develop a strategic approach to influence.
- Understand the impact of organizational dynamics on influence strategies.

Curriculum and Learning Objectives

Module 6: Negotiation Skills

Learning Objectives:

- Grasp the basics of negotiation theory and practice.
- Apply win-win negotiation strategies.
- Handle conflicts effectively through negotiation.

Module 7: Handling Resistance

Learning Objectives:

- Recognize and address resistance.
- Overcome objections and obstacles.
- Develop strategies to turn resistance into cooperation.

Module 8: Adapting to Different Situations

Learning Objectives:

- Tailor influencing strategies to specific situations.
- Adjust communication approaches based on organizational culture.
- Adapt to individual preferences and working styles.

Module 9: Building Credibility

Learning Objectives:

- Establish trust and credibility in professional relationships.
- Manage personal branding and reputation effectively.
- Understand the role of consistency and integrity in building credibility.

Module 10: Ethical Considerations

Learning Objectives:

- Emphasize the importance of ethical influencing.
- Identify manipulative tactics and avoid them.
- Make ethical decisions in the influencing process.

Curriculum and Learning Objectives

Module 11: Case Studies and Role-Playing

Learning Objectives:

- Apply learned concepts through real-world case studies.
- Practice influencing skills through role-playing exercises.
- Receive constructive feedback for improvement.

Module 12: Feedback and Reflection

Learning Objectives:

- Provide and receive constructive feedback on influencing skills.
- Encourage self-reflection for continuous improvement.
- Identify areas for further development.

Module 13: Continuous Learning

Learning Objectives:

- Access resources for ongoing development in influencing skills.
- Foster a mindset of continuous improvement.
- Develop a personal plan for ongoing learning and growth.

Module 14: Practical Application in the Workplace

Learning Objectives:

- Apply influencing skills in real workplace scenarios.
- Assess the impact of learned skills on professional interactions.
- Share success stories and challenges for collective learning.

Module 15: Evaluation and Measurement

Learning Objectives:

- Assess the effectiveness of the training program.
- Gather participant feedback for future improvements.
- Measure the application of influencing skills in the workplace.

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