



# Influencing People

## The 2 Day Course

Getting what  
you need faster  
and more easily

### HARD SCIENCE FOR HUMAN SKILLS

Do you sometimes struggle to deal with people who aren't like you?

Would you like to get through to people faster?

Could you be better at getting past barriers others put up?

Are you sometimes mystified by how others make their decisions?

Is it important that your influence tactics are ethical, sustainable and efficient?

Have the tricks and tips failed to work when it matters?

**If you answered "yes" to even one of these questions the Influencing People 2 Day Course is for you.**

Influence can be defined as an activity or force which changes something, including thoughts, attitudes and opinions as well as physical behaviour. It is something we use every day in all sorts of situations but few people recognise the role that building rapport and understanding how people make decisions play in effective influence.

This course shows participants how to use knowledge gathered about others to establish a degree of "sameness" and get the "ok to proceed" in interactions with others. It delivers the science behind the dangers of using empathy, the power of NLP and the risks and benefits of vulnerability. It also provides a stark insight into why rapport fails or can't be established in the first place. The course then builds on all of this knowledge and shows participants how they can use rapport to gain valuable information that will allow them to understand how others are making their decisions. It then provides a framework for taking this knowledge and using it in an ethical and sustainable manner to influence others. It also reveals the tactics used by others to gain control of situations and individuals, and provides techniques to counter these. It does this through helping participants understand power and how to recognise and use various types of power to reduce their tendency towards fall-back or default positions.

#### The core learning outcomes are:

- Define rapport, decision criteria, influence, control and power
- Explain the connection between reading people and influencing people
- Use techniques to build rapport effectively
- Leverage the rapport outcomes to gain insight into the decisions of others
- Explain the relationship between power, control and influence
- Use human skills to influence people

## Who should attend?

Anyone who wants it to be easier and faster to get what they need from others. Practitioners who would gain advantage from mitigating or eliminating undesirable behaviours would benefit. Those who wish to build on skills obtained from the Reading People course.

**Latest public course schedules, dates, prices and locations are posted at [www.newintelligence.com.au](http://www.newintelligence.com.au)**

**Private group courses are also available at fixed group rates.**

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## The 2 Day Course



*New Intelligence is one of the very companies in Australia that takes the latest in research and science and transforms it into learning experiences that are built for the real world. No tips. No tricks. No short-cuts.*

### Case Study

As a partner of Australia's only accredited Cialdini Certified Trainer and provider of the Principles of Persuasion Workshop we are often asked the difference between influence training and persuasion training. Simply stated influence involves a set of skills and persuasion involves a set of tools. The most effective explanation of the difference and the synergies lies in an analogy with a seasoned carpenter and an untested father building a cubby house for their children. Both will use a set of tools in order to get the job done but in most cases there will be some key differences in the end product, typically quality, cost, time, features, complexity.

There will also be some differences in the types of tools used, how effectively they were used and the results that each tool provided. Anyone who is not a carpenter and built a cubby house can attest to this fact. The knowledge and skills associated with the Influencing People are steeped in science, highly effective and very powerful. The tools and techniques associated with Principles of Persuasion are similarly empirical in origin, increase effectiveness and provide substantial results.

However, just as any father could try and use many different tools with varied degrees of success, a carpenter has the knowledge of skills involved in carpentry to ensure that he has a much greater chance of using each and every tool effectively and efficiently to achieve much greater outcomes. The Influencing People course will provide participants with the skill and knowledge to ensure that they can apply any tools with increased confidence and effectiveness.

## BE BETTER

## Individuals

### – just for you

**This course is guaranteed to provide the “ah-hah” moment that opens your eyes to how and why some people are better at influence than others. It will provide you with a clear pathway for improving specific human skills that are required for effective influence.**

Even a small amount of practice will result in you being able to form better relationships faster, use sub-conscious tools to access engagement and utilise the phenomenal power of perspective. One of the key benefits of this course is that not only will you gain an ability to decipher how others are making their decisions but you will also gain valuable insight into how you can make better decisions. This course will make influencing others simpler and more reliable. It will change the way you think about people and how you deal with them.

## Organisations

### – for your team or department

**Not only does this course provide a unique opportunity to expose staff to the latest in science and research related to how people interact it has more potential than just about any other training to increase performance across multiple areas within the organisation.**

The higher level skills of building and testing rapport, understanding decision making and influencing others are used by all staff on a daily basis and real improvements in these skills translate into real improvements at work. The format of the course is strongly oriented towards real world skill development with more than 60% of the program using exercises which use video, photographs and real time, real world engagement with people from anywhere close to the course venue.

**At New Intelligence we know that not everyone enjoys our training but everyone remembers it. We value science, experience, challenge, achievement and validation. We believe in credibility, no easy passes, effort should be worth it and that everyone can be better.**