COMMUNICATION: LEARNING TO PERSUADE & INFLUENCE

DURATION: 2 DAYS

PROGRAM CONTEXT

Influencing people is essential to success in our professional lives. With every business challenge comes an opportunity to influence an outcome, and with an ethical application of our persuasive skills we can achieve unmatched results. Whether you need to get work done from your peers or from a team on whom you have no formal influencing and persuasive skills are the driving force that will help you accomplish your goals.

In this fast-paced and highly integrated program, we focus on the successful techniques that people use to design compelling messages, and explore why some messages are more influential than others. Through hands-on exercises and simulations, you will improve your ability to influence and motivate others to achieve your business objectives.

LEARNING OUTCOMES

- Appeal to an audience by analyzing and responding to their needs
- Engage your listeners and captivate them with your message
- Understand effective techniques of influencing others
- Use logic, emotion, and credibility-based appeals to create a convincing argument
- Design a compelling pitch that influences buy in

PROGRAM CONTENT

- Working on your own persuasion style
- Understanding Influence
- Understanding effective techniques of influencing others
- Using logic, emotion, and credibility-based appeals to create a convincing argument

PEDAGOGY

Classroom learning through discussion and case studies.

INTENDED AUDIENCE

This program is designed for managers who want to strengthen their influencing and persuasive skills to meet strategic goals. The course will help managers understand the art and science of influence and persuasion and subsequently apply that understanding to their respective businesses.

PROGRAM DIRECTOR

Dr. Shailja Agarwal

Dr. Shailja Agarwal, an Associate Professor with IMT Ghaziabad, brings with her a rich experience of 20 years of teaching and research. At IMT Ghaziabad, Dr. Agarwal is also the Chairperson, PGDM Part Time Program, focussed on working professionals.

Prior to joining IMT Ghaziabad in 2013, Dr. Agarwal was a faculty member with Indian Institute of Management (IIM) Rohtak, where she taught courses on communication and allied areas and chaired the Executive Education Programme.

Dr. Agarwal enjoys training middle and senior managers and hence has organised and conducted management development programs for more than 50 organizations till date. A proud recipient of the Emerald Literati Network Award in 2012, she has published with some highly reputed publishers like Ivey, Emerald & Sage, apart from presenting her research work in various national and international conferences of high repute. Her current research interests include workplace bullying, service communication, and social media communication.

ADMINISTRATIVE DETAILS

Date(s): March 13 and 14, 2022

Mode: Online
Fee: Rs 18,000 excluding GST

Mode: Offline (Residential)

Venue: IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)
Fee: Rs 25,000 per participant (plus 18% GST as applicable) covering professional fee, program kit and boarding/lodging.

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