

Influencing and Persuasion

CEGOS SWISS. ONE ESSENTIAL AT A TIME.



What's in it for you?

Influence isn't just about persuasion; it's about understanding the intricate web of connections, mastering control, and maintaining consistency.

In today's dynamic professional landscape, the power to influence and persuade is a game-changer.

Imagine empowering your teams with a nuanced understanding of the art and science behind influence.

Our Influencing and Persuasion learning journey is designed to equip your people with the tools to navigate complexities, build robust relationships, and drive positive outcomes.

Harnessing the 3Cs — Connection, Control, and Consistency, they will delve into mastering the keys to effective influence, shaping interactions and decisions to their advantage.

By understanding their own communication style and decision-making processes, they'll gain clarity on leveraging strengths and refining areas for enhanced influence.

Who should attend?

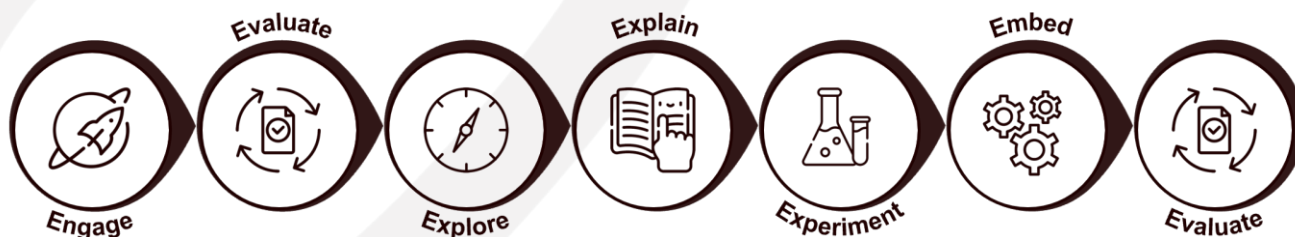
Everyone in the organization.

Good to know:



Cegos Learning Framework

We apply our holistic and dynamic Learning Framework to build learning journeys that deliver more than just awareness of competencies and skills.



Every journey engages the learners beyond knowledge, learning step by step, to explore, experiment and embed their learning, transforming skills into performance.

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By completing this learning journey, they will:

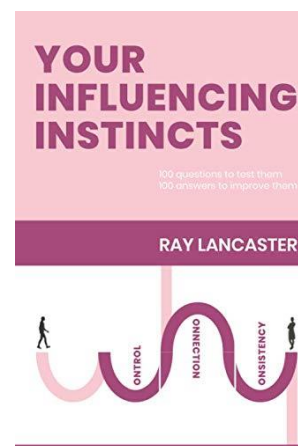
- Unlock the mastery of influence: grasp the essential components of influence — the 3 Cs, and wield this knowledge across diverse scenarios, enhancing their impact.
- Elevate self-awareness: apply the 3 Cs to gain deeper insights into their communication style and decision-making, enabling self-improvement in the domain of influence.
- Navigate stakeholder terrain: strategically map stakeholders, utilizing the 3 Cs as influential tools, fostering stronger connections for mutually beneficial outcomes.
- Decode the influencing process: gain a comprehensive understanding of the influencing journey, from initiation to desired results, mastering techniques employed by successful influencers.

#MAKINGADIFFERENCE

A proven model:



Best seller:



Delivery modes:



Blended learning accessible in our [LearningHub](#).



Can be delivered **in-person and/or virtually** as most appropriate to you and your learners.

Duration: 14h total learning



6 hours of instructor-led learning.



8 hours of self-directed and on-the-job learning.

REF: IAP

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“Everyone influences someone.”

#TIL