

# Influence & Persuasion

## The challenge

Every day we seek to influence and persuade someone. Whether it is what film to watch at the cinema or negotiating a major corporate deal, being outstanding at influencing and persuasion is a great asset for lawyers to have.

## The solution

Many lawyers have been on negotiation skills courses before. This programme goes beyond basic tips and techniques and provides opportunities to create new skills and behaviours that can be used immediately and last a lifetime not just a temporary band aid.

## Who is the programme aimed at?

All lawyers who wish to look at new ideas that will improve their influence and persuasion abilities. The programme can also be adapted to specific audiences like partners, associates or specific departments like corporate, litigation, property.

## Business benefits

## Key topics

During the programme we may look at:

- The importance of language;
- How to prepare properly;
- Finding out what holds you back right now;
- Understanding motivation strategies;
- Stepping into someone else's shoes;
- Mirroring and matching;
- Understanding physical cues;
- Understanding how people process information;
- What's your outcome?
- Developing your case;
- Radio WIFM.

## Format and CPD hours

Choices (2 hours) half-day (3 hours) and full day (6 hours)