Goskills

How to Influence & Persuade

GoSkills online course syllabus

Skill level
Beginner

Lessons
15

Pre-requisites
No prior experience needed

Video duration
43m

Estimated study time
43m 9s

Instructor
Don Gilman

Introduction

1 Recognizing persuasion
Understanding how to influence and persuade others is a key skill required to get things done.

Application of Communication

2 Not just a sales technique
Using tactics like influence and persuasion isn't just for those working in sales, marketing, or other similar roles.

3 Avoiding tendencies
Persuasion and influence can easily be misinterpreted as manipulation.

Preparing to Persuade

4 Pushing and pulling
Effectively persuading someone is a dance between two tactics, commonly known as pushing and pulling.

5 Communicating with confidence
In order to be persuasive, you have to be able to communicate with others.

6 Frames of reference
Frames of reference are used when making judgements, but can often be harmful when making assumptions or reaching a conclusion.

Leveraging Relationships

7 Building rapport

Building a rapport is a great first step towards establishing respect, trust, and understanding.

8 Matching and mirroring

Mirroring can be a helpful way of expressing interest and deepening rapport between parties.

9 Setting a pace

By setting a pace to a conversation, you add credibility and a sense that you can "read the room." After this lesson, you'll be able to leverage a proven strategy to kick off conversations and presentations with more impact.

Preparing the Information

10 Persuasive presentations

When you're presenting information, having a logical flow and process can be necessary to stay organized and focused on the message.

Tactics of Persuasion

11 Persuasive storytelling

Using stories is a fantastic method to compel your audience and get them interested.

12 Embedding commands

When delivering a command, you should always think about what you do want rather than what you don't.

13 Influencing outcomes

There are several ways in which you can work to ensure the outcome you're looking for.

14 Overcoming challenges

It's natural for you to encounter obstacles when working to persuade another person.

Getting to Work

15 Action planning

At this point, you're ready to put things into practice.

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