



POWERFUL PERSUASION

Course Code: 2257

Learn how to influence others' thoughts and actions.

Persuasion is the ability to influence people's thoughts and actions through specific strategies. In this course, you'll learn how to position your ideas and desires so that they appeal to others. You'll explore the six laws of persuasion and the most effective persuasive strategies. You'll also learn how to use persuasion to guide others to win-win solutions.

Virtual short courses do not include materials or headsets.

What You'll Learn

- The difference between persuasion and manipulation
- How to be persuasive
- The most effective persuasive strategies and how to apply them
- Tips for using persuasion at work
- How to use persuasion ethically

Who Needs to Attend

All professionals

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