Mastering Influence & Communication: Ideas to Impact

21 – 25 March 2027
Online



Mastering Influence & Communication: Ideas to Impact

Ref: 323048_222949 **Date:** 21 – 25 March 2027 **Location:** Online **Fees:** 2200 GBP

Course Description

This intensive 1-week course equips professionals with advanced influence and communication skills essential for success in today's dynamic business environment. Participants will learn proven techniques to effectively present ideas, navigate organizational dynamics, and create lasting impact. Through a combination of theory and practical exercises, attendees will develop the ability to transform concepts into tangible results.

Learning Objectives

- Master the psychology of influence and persuasion
- Develop effective presentation skills for various audiences
- Learn strategies to navigate organizational dynamics and gain buy-in
- Enhance public speaking and media communication abilities
- Acquire techniques to transform ideas into measurable impact

Course Modules

Day 1: Understanding Influence and Persuasion

- Introduction to influence and persuasion principles
- The psychology behind effective communication
- Ethical considerations in influencing others
- Building credibility and trust

Day 2: Presenting Ideas Effectively

- Structuring compelling presentations
- Visual aids and storytelling techniques
- Tailoring messages to different audiences
- Handling Q&A sessions confidently

Day 3: Navigating Organizational Dynamics

- Understanding organizational culture and politics
- Strategies for gaining stakeholder buy-in
- Overcoming resistance to change
- Building and leveraging professional networks



Day 4: Mastering Public Speaking

- Techniques for engaging large audiences
- Managing stage fright and building confidence
- Body language and vocal delivery skills
- Adapting to different speaking environments

Day 5: Creating Lasting Impact

- Translating ideas into actionable plans
- Measuring and communicating results
- Influencing organizational change
- Developing a personal action plan for continued growth

Practical Wins for Participants

- Ability to craft and deliver persuasive presentations
- Improved skills in navigating complex organizational dynamics
- Enhanced public speaking and media communication capabilities
- Strategies to transform ideas into measurable business impact

