

Art of Persuasion: Revolutionise Your Business

- Have you ever wondered why some people can win others over effortlessly while you struggle to make your point heard?
- Do you want to master the art of persuasive communication so that your ideas carry weight in meetings and decisions?
- Would you like to learn simple, practical behavioural techniques that can quickly boost your persuasion skills at work?

Introduction

Persuasion is not just a skill for salespeople or politicians; it is a core competency that defines how effectively we perform in any organisation. Every day, we are called to influence—whether it is convincing a colleague in a discussion, gaining support for a proposal, negotiating with clients, or inspiring a team to move in a shared direction. The ability to persuade determines whether our ideas gain traction or get ignored. This program brings together tested principles of persuasion rooted in human behaviour and psychology, offering practical methods you can apply in one-to-one conversations, team meetings, written communication, and public presentations. By joining, you will discover how small changes in your approach can make a big difference in how people respond, opening doors for stronger relationships, better leadership, and greater success in your role.

Program Objectives

This program aims to:

- Gain insight into personal behaviour and understand how our personality and work behaviour influences our ability to persuade and influence others
- Understand the interpersonal skills needed for persuasive influencing
- Complete a behaviour analysis and understand their influencing style

Learning Outcomes

After completing this program, participants should be able to:

- Determine how our social skills and interactions determine our ability to influence and persuade others
- Master Cialdini's six principles of persuasion
- Understand how to be assertive but not aggressive or passive
- Develop confident influencing skills with all stakeholders including your boss
- Create an action plan for greater persuasion

Who should attend?

Non-managerial, First-line management, middle management, senior management and anyone who needs to master the art of persuasion

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

| Time | Day One |
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| 9.00am– 10.30am | The Role of Personality The participants would learn the main types of personality. In this module, participants would undergo Humanology Personality profiling test. From the personality test, the participant would learn how personality type affects persuasion. |
| 10.30am-11.00am | Break and Networking |
| 11.00am-1.00pm | Perception Management This module focuses on the methodology of how perception affects persuasion. Also, participants would identify the three V influence - the verbal, the vocal and the verbal. For the verbal, the participant would learn the persuasive method through the choice of words. For the vocal, participants would learn the tone of voice and lastly the verbal; the participant would look into how visual aids, dressing and demonstrations boost perception. |
| 1.00pm-2.00pm | Lunch Break and Networking |
| 2.00pm-3.30pm | Persuasive Communication Skills This is the first module that looks into effective Social and communication skills in persuasion. The participants would have hands-on practices to pick up the fundamental skills in persuasion. The behavioural intelligence skills are applied in this module. |
| 3.30pm-4.00pm | |

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| | Break and Networking |
| 4.00pm-5.00pm | <p>Principles of Persuasion</p> <p>The participants would review the classical principle in persuasion - Dr Cialdini's six principles. In this module, various principle would be introduced such as reciprocity (givers gain), the commitment and consistency (people don't like to contradict themselves); the social proof (monkey see monkey do); the authority (the power of uniforms); the liking (the law of the same) and the scarcity (limited time only) in persuasive.</p> |

| Time | Day Two |
|------------------------|--|
| 9.00am– 10.30am | <p>Psychology of Persuasion</p> <p>The participants would learn persuasion from the psychology angle. In this module, the participant also will look into the exceptions and the persuasion challenge.</p> |
| 10.30am-11.00am | Break and Networking |
| 11.00am-1.00pm | <p>Persuasion Methodology: The Behavioural Intelligence Approach</p> <p>Participants would learn the irrational of human behaviour. Not all decision and human behavioural is logical. Hence, this module enables participants to relook at persuasion techniques in the illogical of human behaviour perspectives.</p> |
| 1.00pm-2.00pm | Lunch Break and Networking |
| 2.00pm-3.30pm | <p>Assertion without Aggression</p> <p>In this module, participants would learn how to be persuasive but not aggressive. The process of kite flying is shared, and the participants would conduct a mock and practical session to demonstrate the skills learnt in the previous module.</p> |
| 3.30pm-4.00pm | Break and Networking |
| 4.00pm-5.00pm | <p>Persuading People Different From Us</p> <p>In this module, the participant would learn to apply compassionate in the process of persuasion communication. The emotions and also the behavioural are the key to be trained to enhance persuasion skills in any</p> |

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| | negotiation and discussion. |
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