

Persuading & Influencing Others

On this fascinating course you will strengthen your awareness of other people's psychology, and examine some often-surprising techniques for influencing other people to action. The principles we cover can be applied in a wide range of situations, including motivating people, influencing others to take action, and changing people's perception or attitudes.

Why do this course?

The ability to persuade others significantly impacts one's ability to achieve any business result, and yet people's skills are rarely as good as they could be. For example, the most common persuasion technique used in business a logical, fact-based approach. This seems sensible and intelligent to the speaker, but research shows it's far less effective on the listener than we expect.

Target Attendees

This course is suitable for any business employee willing to try out new approaches to improve his or her influencing skills and increase his or her impact at work and outside. The course can be run for different employees within a company, or for teams that work together.

Unique Course Design

Our participants rave about the unique approach used on our courses. Common business teaching is based on simple advice and experience, but our courses are instead based on strong scientific findings from cognitive and social psychology. These findings and principles have been proven to be effective in a wide variety of business settings. Participants are invited to add these validated tools to their existing personal toolkit of 'what works'.

Course Objectives

Objectives for all participants:

Our objective is to improve the skills of every attendee in:

- Influencing others to take action or make a change
- Creating engagement and motivation
- Changing attitudes and perceptions
- Applying the tools to influence downwards, sideways or upwards in different business situations

Course Content

- **Understand your current** influencing habits
- **Review and practise tools** and techniques
- **Application of techniques** to influencing downwards, sideways or upwards inside the organisation, and externally

Course Logistics:

Facilitator: Dr Amanda Nimon Peters (see overleaf)

Duration: One day (8.30am to 5.00pm)

Group Size: 8-20 attendees

Investment: AED 18,700, inclusive of all materials, exclusive of venue cost.

Dr Amanda Nimon Peters

Business psychologist and expert presentation skills and public speaking coach

Beginning her career in universities...

Amanda entered university at age 16. She graduated at 19 from the University of Adelaide with a first class Honours Degree in Psychology and the Australian Psychological Society Prize. At 20, she was a Junior Lecturer in Psychology at the Flinders University of South Australia. At 22, she moved to the University of Cambridge on a full scholarship where she took a Master's Degree and Ph.D. in Behavioural Science. For Amanda's doctoral research she spent 3 summers living in a small field camp in Antarctica.

Moving into the business world...

Amanda was recruited into Procter & Gamble at its European Headquarters in Brussels. Her key role was applying psychological principles to create large-scale improvements in consumer communications, external messages, and advertising.

She took a variety of international postings across Europe and the Middle East, and worked on strategic projects for all major brands (brands such as Pantene, Head & Shoulders, Wella, Ariel, Crest and Pampers). In more than 10 years with Procter & Gamble, Amanda was also a main contributor to talent development and training. She was consistently rated by trainees in Saudi Arabia, Dubai, Kuwait and Karachi as amongst the top few trainers and presenters in the region.



Now an expert coach and consultant in business presentation skills

Today Amanda manages Sara Black International, a company that makes good people even better. The company's key product is a simple but transformational 10-point system for delivering business presentations that drive the audience to action. This proprietary system is based on core psychological principles which have been proven to underlie the most successful television advertising. Her company has successfully applied this system to noticeably transform the presentation and public speaking skills of 100s of experienced professionals in the UAE. A team of MBA students coached according to her system recently won a public speaking competition, and in April they flew to New York to deliver a presentation to Bill Clinton.

Amanda is also a faculty member at HULT International Business School where she teaches a programme that takes high potential MBA students and makes them even more effective.

Amanda was selected as the public speaking coach for contestants on upcoming TV show The Entrepreneur, and will feature in the programme aired in September 2012 on Dubai's premier television station Dubai One.

Amanda is Women's Captain of ABRaS Athletics Club and a keen sports enthusiast. In April 2012, she took 2nd place in the race up the 52 floors (1334 stairs) of the Emirates Towers. In November 2011, she placed first woman overall in the charity assault course *Ice Warrior* inside Ski Dubai, and in 2009 she took 3rd place in the Standard Chartered Dubai 10km race.