Art of Persuasion (PERS)

**COURSE OBJECTIVE**

The principal purpose of persuasion can be defined as being able to influence or change one’s attitudes, beliefs or values towards a particular subject/object, so that these will merge and finally equal the persuader’s thoughts and feelings.

- **Attitude** = A predisposition to respond to people, ideas, objects, or events in evaluative ways
- **Beliefs** = The ways people perceive reality to be; our conceptions about what is true and what is false
- **Values** = People’s most enduring judgements about what’s good and bad in life

**COURSE CONTENT**

- Understanding Persuasion
- Two Routes to Persuasion
- Influencing & Defence Tactics
- Steps in Persuasion Process
- Persuasion Techniques
- Ten tips to effectively influence others
- Key Questions for Internal Auditors
- Communication Requirements and Techniques
- Developing Persuasive Findings
- Case studies and interactive discussions

A 10% group discount will apply to organisations placing a simultaneous booking for 2 or more registrants.

Please click here for [general course information](#).

Delegates are also requested to review the content and the levels of the courses presented before booking, to ensure they are attending the right course.