

Influencing & Persuading Skills Course Brochure

1 Day Practical Workshop



Contents

| | |
|------------------------------------|---|
| Course Overview | 2 |
| Why Choose DCM Learning | 3 |
| Course Objectives & Benefits | 4 |
| Trainer Profiles..... | 5 |
| Who We Work With | 7 |
| Contact Details | 8 |



The Right Fit.....For You

This course has been designed to help you gain the skills needed to influence and persuade key people.

This one day course will help learners be more aware of their communication style when delivering their message to gain buy in from key people.

During the course we will look at how to communicate confidently, build trust and how to package and articulate ideas to ensure they are heard and understood.

At the end of the course each learner will have clear strategy for helping them to use their influencing and persuading skills to bring others around to their way of thinking.

Below you will find the proposed course outline.

Our trainer will also work with you before the course to get your input and tailor the content as needed.

"Everyone thought Andrew was great and the course really developed their skills as internal trainers."

Dearbhla Casey, HR Manager, Irish Country Meats



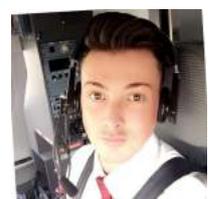
"We are all very happy with the training carried out last week & will definitely be in contact in the future"

Aoife O'Rourke, Key Account Manager, Tool & Plastic



"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."

Jonathan Latimer, Fleet Training Instructor, City Jet





Why Choose DCM Learning

At DCM Learning we have a strong culture of working in long-term relationships with our clients. Although it's a bit of a cliché, we strongly believe that our client relationships are partnerships and that's the best way for our clients to get the best results.

Specific reasons to choose DCM:



Support: 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



Experienced: We have many years' experience providing customised training programmes for small and large companies. Last year, we delivered onsite training with 521 companies.



Excellent Trainers: Our trainers combine professional training know-how with relevant experience in their chosen training field



Quality Assured Training: Make sure you Safeguard Your Training Investment. DCM offer courses accredited by the following national and international certification bodies.



You're in Good Company

We work with small and large companies, individuals, Government Agencies, Universities and blue chip companies such as Google, AIG, Glaxo Smith Kline, and Symantec, so you can have confidence in our ability to deliver the results you want to achieve.





Proposed Course Outline

COURSE OVERVIEW

This one day course will help learners be more aware of their communication style when delivering their message to gain buy in from key people.

During the course we will look at how to communicate confidently, build trust and how to package and articulate ideas to ensure they are heard and understood.

LEARNING OUTCOMES

By the end of the course each learner will be able to:

- Communicate in a more persuasive manner with others
- Know the essential Skills of influencing and persuading
- Become a more active listener and use enhanced persuasion skills to act as an opinion shaper
- Set clear goals and objectives when negotiating
- Know the difference between listening and hearing, and understand the importance of body language

TOPICS COVERED:

- The difference between influencing and persuading
- Common barriers to effective communication and how to overcome them
- The essential skills of influencing and persuading
- Setting objectives/goals - what do you want to achieve?
- Relationship - how could this impact the negotiation?
- Outcome - what is the expected outcome?
- Identifying concession areas - what can you compromise on?



Maura O'Toole

Training Associate

Maura is a highly qualified and experienced Management, HR & Professional Skills trainer. She has trained hundreds of participants in educational establishments, voluntary sector organisations and private companies.

Maura brings her passion for learning to every course she delivers. Her resulting style is interactive and inclusive, which empowers learners to develop their skills and achieve great results from training.

Some of the areas Maura specialises in are: Time Management, Communications, Effective Writing Skills, Public Speaking, People Management and Minute Taking.

Some of Maura's qualifications and experience include:

- Graduate Diploma in Education and Training Management from Dublin City University
- Held various positions within Dublin City University over a 10-year period
- Developed and delivered training courses to staff from Executive Director to junior staff level in the Middle East, South-East Asia, Africa and Eastern Europe as well as in Ireland



Inhouse Training, One Size Doesn't Fit All.

Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

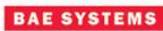
Below is an overview of our Inhouse Training Delivery and Costs:

| Details | 1 Day Training | 2 to 5 Days Training | 6+ Days Training |
|-------------------------------|--------------------------|---------------------------|---------------------------|
| Cost | €1,095 per day | €995 per day | €895 per day |
| Materials | Included | Included | Included |
| Travel Expenses | Included | Included | Included |
| Areas Covered | All Counties | All Counties | All Counties |
| Customisation | Course Customised | Course Customised | Course Customised |
| Survey | Pre & Post Course Survey | Pre & Post Course Survey | Pre & Post Course Survey |
| Account Management | | Dedicated Account Manager | Dedicated Account Manager |
| Free Public Course | | 1 Free Place | 3 Free Places |
| Public Course Discount | | 15% | 25% |



Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the
right course**

DUBLIN

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- ✉ dublin@dcmlearning.ie
- 📍 Guinness Enterprise
Centre

CORK

- ☎ 021 2429691
- ✉ cork@dcmlearning.ie
- 📍 Atrium Business Centre
Blackpool Business Park

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