

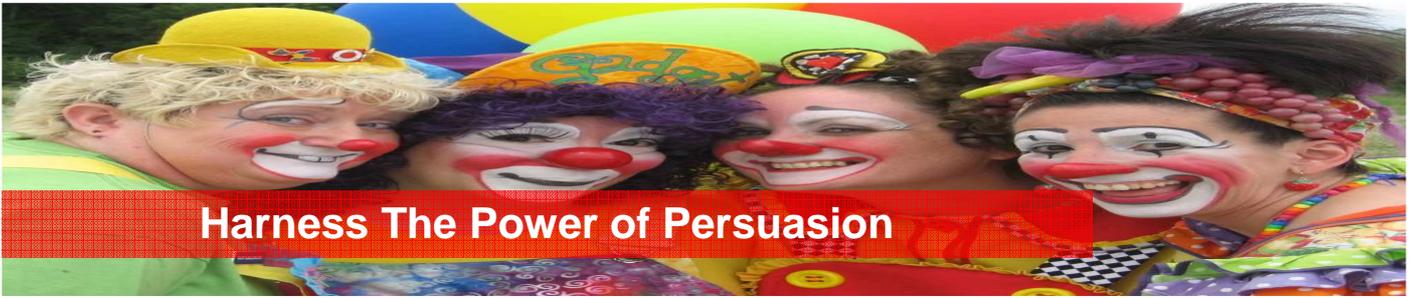


## Leave the Clowing Around to the Sales Team...

“

Have you noticed that some people seem to have a natural ability to persuade and influence others? Take the Sales Team, with all of their *blah, blah, blah*, do they have something really special or underneath are they really just great entertainers with attractive make-up?

Well, we want to share a secret with you unsung heroes from IT, Personnel, Compliance and Project Management. The power to persuade and influence other people can be harnessed. Embrace and nurture it and you will exploit untold wealth, far beyond money and possessions. Everyone, welcome to the Power of Persuasion... ”



## Harness The Power of Persuasion

### Introduction

Firstly, we don't really have a problem with Sales people. It's just that for some reason companies seem to invest a lot of their cash training their front line sales staff on selling, negotiation and persuasion skills, when many of them already possess a natural aptitude in these areas in abundance. That's why they are in Sales!

But what about us mere mortals, the unsung heroes in 'Back Office' roles such as IT, Programme and Project Management, Compliance and HR? These people play an increasingly important role in organisations, with more direct 'strategic' responsibility for leading and managing change and ever greater levels of exposure to senior level decision makers, including customers.

Smart leaders understand one simple fact; technical knowledge is not enough on its own to drive transformational change and outstanding results; the ability to inspire, influence and persuade is the unique differentiator between truly outstanding individuals and ordinary people.

We have therefore developed an inspirational learning event which is specifically designed to help business managers harness the Power of Persuasion.

### Who Should Attend?

This event is for people who want to improve the way they inspire and influence others. It has a wide variety of applications, including negotiation situations, performance appraisals, team meetings and winning support for proposals such as project objectives, business plans and organisation structure changes.

It is beneficial for technically competent people who want to improve their inter-personal skills so they can achieve better results. It is particularly suitable for:

- ✓ Programme and Project Managers
- ✓ Change Management Specialists
- ✓ HR Business Partners
- ✓ Audit and Compliance Managers
- ✓ Finance Managers
- ✓ IT and Business Analysts
- ✓ Marketing and Product Managers
- ✓ Supply Chain Managers

### What Are The Benefits?

The benefits of this learning event are countless and will extend beyond the professional. Embrace the learning and it will enrich your life. The learning objectives are specifically targeted to help delegates:

- ✓ Role model themselves against truly outstanding and persuasive people
- ✓ Exploit the key anchors of successfully delivered communications
- ✓ Build their own Brand; creating a personal identity that inspires and engages
- ✓ Build their own commercial case for change - quantifying in tangible terms the case for learning
- ✓ Develop simple, effective strategies for delivering inspirational and memorable communications
- ✓ Exploit the value of 'networking' as a way of further developing and facilitating desired results
- ✓ Become a more self fulfilled individual

The good news for everyone is that with the right approach and determination the ability to persuade and influence people can be mastered. So if you want to be involved in a truly inspirational learning experience please read on; it could quite literally change your life!

**P.S.** We're not mean, if you are in Sales, you're welcome too!



## Power of Persuasion

A delegate said, “*this event will help you persuade and influence more effectively. It’s applications in business and outside of it generally are countless; it has quite literally changed my life*”.

All of our Academy events are structured around three fundamental improvement themes:

### 1. Inspiration - “*firing your sprits and beliefs*”

#### Foundations for Effective Persuasion & Personal Impact

- Hero Worship - how to effectively exploit inspirational triggers
- Speak My Language - recognizing and understanding key anchors of successful communication and interactions which drive results
- Power Words - psycholinguistics; how to identify and use words that engage and inspire
- Building ‘Brand Me’ - creating a personal identity that inspires & engages

### 2. Motivation - “*turning inspiration into action*”

#### Understanding What You Have to Give & What You Have To Gain

- Your Personal Impact Scorecard - recognizing and understanding your relative strengths and weaknesses, seen through your eyes and those of others
- Creating the ‘Case For Change’ - quantifying measurable benefits which will be delivered through improved personal performance
- Your Personal Vision Plan - setting clear improvement goals

### 3. Application - “*driving results, winning friends & advocates*”

#### Winning Communication Strategies

- The Message Matrix - a simple, effective, communication planning tool to help you select the right balance of message, audience, channel and media
- Win, Win - creative strategies for inspirational and memorable communications
- The Core Four - critical success factors for common personal interactions
  - *Individual negotiation situations*
  - *1:1 coaching - driving improved performance from individuals*
  - *Team Meetings - driving transformational change*
  - *Presentations skills - making your point, leaving your mark*
- Performance - allaying fears, polishing delivery, expert hints and tips

## Summary

This event is designed for anyone who’s role demands successfully interacting with and influencing people. It can be customised for delegates from the same organisation, where common learning outcomes are required.

## Academy Events - Our Philosophy

We passionately believe that any investment in personal development both enriches skills and improves the morale and commitment of people; in simple terms, it's great for an individual & can significantly help an organisation striving to **Do Business Better**.

We also believe that learning should be an inspirational and motivational experience which fires the creative spirit and positively enhances both attitudes & behaviours. It should leave people hungry to apply their new skills quickly, enabling them to add immediate value.

Our Academy events are all individually designed to achieve *four* core principles:

- Led by experts
- Inspirational venues
- Practical learning
- Results focussed



Our personal mission is very simple and straightforward and guides everything we do; to **Inform, Involve & Inspire**. Academy events allow us to bring our mission to life.

## The Power of Persuasion - Further Details

The event is run over two full days and is based at a carefully selected venue which provides the very latest in training delivery facilities without a 'classroom' look and feel. Inspiration is where we start.

Pre-course preparation is required from delegates. Output from this will be used during the event and attendees will all receive their own Personal Impact Scorecard which they will use to build a personal development plan.

The event includes a mixture of presentations, video, visual arts, group exercises/discussion and 1:1 coaching. All course materials are provided.

The delegate fee is inclusive of overnight accommodation with breakfast and all other meals/refreshments. Evening dinner at the end of Day 1 is an integral part of the overall event.

## Contact Bridge For More Information



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