



# The Art of Persuasion:

## Using Influence to Sell Yourself and Your Ideas

### About the course

One important measure of performance – for managers, leaders, and many individual contributors – is one’s ability to positively influence others. In this course you learn how to use rhetorical strategies to build a persuasive argument that will influence decision makers.

### Audience

Any employees who need to positively influence others, such as managers, salespersons, project managers, team leaders, and change agents.

### Course objectives

- identify the role that evidence plays in supporting strong arguments
- recognize deceptive reasoning tactics
- use rhetorical strategies to build a persuasive argument
- create and follow plans for influencing others, and overcome resistance
- gain commitment from others without a formal reporting relationship

### Time investment

- Before the class session: 2-4 hours
- During the class session: 8 hours
- After the class session: 2-4 hours plus each participant’s ongoing commitment to apply the learning

### Class size

We recommend a minimum of eight, and a maximum of 24 participants per facilitator. Larger groups can be accommodated by adding additional facilitators.

### Customization

All OmniSkills courses are tailored to your organization’s needs and goals, and to the specific group taking the course. For more information about customization, contact us using any of the methods below.

### Concept Description

High performing organizations increasingly rely on team members and individual contributors to lead initiatives, and to proactively champion new ideas and innovations. Often these employees need to influence people over whom they have no formal authority. Their skill at influencing others often determines the success or failure of their efforts.

In this workshop, learners will explore the following areas.

- **Influence basics:** why to influence, whom you can or should influence, and what influence is and is not.
- **Influence planning:** establish objectives, identify benefits, and prepare strategies. Use evidence to support arguments.
- **Influence strategies:** review rhetorical communication strategies as they relate to influencing others.

Rhetoric is the ancient art of using language to persuade. When it is used well, the audience easily understands what is being said. Learning how rhetorical arguments are structured and presented can vastly improve one’s influence, helping to make points clearly, efficiently and effectively.

Rhetoric focuses on the three things that have the greatest impact on an argument: the speaker/writer/presenter, the audience, and the context. These three factors determine the persuasiveness of your argument. Traditionally:

- **Ethos:** building trust by establishing one’s credibility and authority
- **Pathos:** appealing to emotion by connecting with the audience through their values and interests
- **Logos:** appealing to intelligence with well-constructed and clearly argued ideas

The cornerstone of this workshop is extensive skills practice. Learners will view positive and negative examples of persuasion, and will participate in multiple scenarios in which they need to be persuasive, or need to be persuaded. Feedback will be provided by colleagues and the facilitator.

In addition to the in-class scenarios, participants will also begin applying the skills to their current situation. Using OmniSkills’ Persuasion Planner, learners will prepare for an upcoming on-the-job influencing opportunity.

### Learning Design

OmniSkills uses the **Torrance Incubation Model for Teaching and Learning (TIM)** as our framework for learning design. Developed by education and creativity pioneer E. Paul Torrance, TIM’s three-phase structure – heighten anticipation, deepen exploration, and extend learning – extends learning beyond the classroom event, in both directions. Pre-class activities heighten anticipation for the class and move the base learning out of the classroom. In-class activities, in which we deepen exploration of the subject, are therefore richer and more valuable, taking full advantage of the classroom’s participatory group environment. Post-class, we extend learning into the workplace through a rich assortment of activities and media. Only OmniSkills makes this commitment to successful learning by adding these components at no additional cost. For more information, visit [www.omniskills.com/tim](http://www.omniskills.com/tim).