



SEARCH 4 EXCELLENCE

PRESENTING TO INFLUENCE

Key Takeaways

- Influence one's audience using different influencing styles
- Create a proper story-line and structure the presentation effectively
- Enhance the effectiveness of the presentation using the right tools

Target Audience

**MID TO SENIOR MANAGEMENT
BUSINESS HEADS**



16 HOURS

Training Duration

Importance of influence

Becoming a great influencer

Planning your presentation

KEY CONCEPTS COVERED

- Need to Influence others to drive your ideas successfully
- Influence Framework: Self, Context, Others
- Steps to build Visibility and Credibility
- Audience Analysis

- Qualities of a good influencer
- Body language and voice

- Story lining
- The Process of Influence
- Anticipating Resistance
- Emotional and Logical Appeal

EXPECTED OUTCOME

Understand the importance of influencing skills to get a buy-in from your stakeholders

Develop the traits of a great influencer

Frame your message effectively using a structure approach and the right aids

Being persuasive

Individual presentations

KEY CONCEPTS COVERED

- Expressive Style of Influencing
- Receptive Style of Influencing
- Handling Resistance/ Objections tactfully
- Identifying a win-win solution

- Delivering an influential presentation using the following checklist:
 - Establish Credibility
 - Understand your Audience
 - Identify Common Ground
 - Anticipate Resistance
 - Appeal to Emotions and Logic
 - Use Influencing/ Persuasive Techniques
 - Frame Your Message
 - Address resistance/objections
 - Seek win-win solution
 - Evaluate and adapt

EXPECTED OUTCOME

Influence your audience by using different techniques and handling objections effectively

Handle influential conversations and presentations using a step-by-step approach



THANK YOU

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