

COMMUNICATING WITH PERSUASION AND INFLUENCE



A good communicator could build good relationships and get more success at work and in life.

- ◆ Do you mistakenly think being good at your specialty is more important than communication skill?
- ◆ And you have to "talk" more and be sociable to be a good communicator?
- ◆ Do you want to exploit the keys to persuasive and influential communication and own effective communication methods?
- ◆ Do you want to solve the conflict and build good relationships with supervisor, coworker and subordinate with persuasive and influential communication?

Anyone can communicate well when they know the basics of communication and practice continuously. This course will help you acknowledge power of communication, gets the keys to effective communication, and understand other people. Then you can build better relationships, and get more success at work and in life..

CONTENT

Part 1. Definition and basics of communication

- ◆ Definition and power of communication
- ◆ Basics of effective communication
- ◆ Communication barriers and solutions

Part 2. Foundational skills for effective communication

2.1. Be confident and make strong first impression

- ◆ Clothes – Greetings – Speech – Attitude

2.2 Questioning skill

- ◆ Purpose of questioning
- ◆ Types of questions (open and closed question)
- ◆ Points of questioning

2.3. Listening skill

- ◆ Levels of listening
- ◆ LACE technique (Listen, Acknowledge, Check, Enquire)
- ◆ Points of listening

2.4. Presentating and feedback skill

- ◆ Whole-part rule
- ◆ THINK technique
- ◆ Points of giving feedback

Part 3. Communication with persuasion and influence at work

- ◆ Forms of self-expression
- ◆ Other-oriented communication
- ◆ The P-S-B Formula to
 - Persuade superior, subordinate and colleague
 - Negotiate with partner and supplier
 - Motivate subordinate

Part 4: Summary and Action Plan

※The above content is subject to change without prior notices

OBJECTIVES



- ➔ Understand the definition and basics of communication in order to be able communicate confidently.
- ➔ Present your message clearly, to the point and easy to understand. Know how to make suitable questions, listen thoughtfully and give effective feedback to others.
- ➔ Apply communication skills effectively to negotiation and handle conflicts at workplace.

TARGET



- ☒ Staff
- ☒ Middle-Management
- ☒ First-line Management
- ☐ Top-Management

METHOD



30% theory, 70% practice through group discussions, presentations, case studies, role-playing, games, etc.



HCM HEAD OFFICE

Nam Giao Building 1, 261-263 Phan Xich Long, Cau Kieu Ward, HCM

HANOI REPRESENTATIVE OFFICE

Sao Mai Building, No.19 Le Van Luong St., Thanh Xuan Ward, Hanoi