

The Brain Gym/Workout

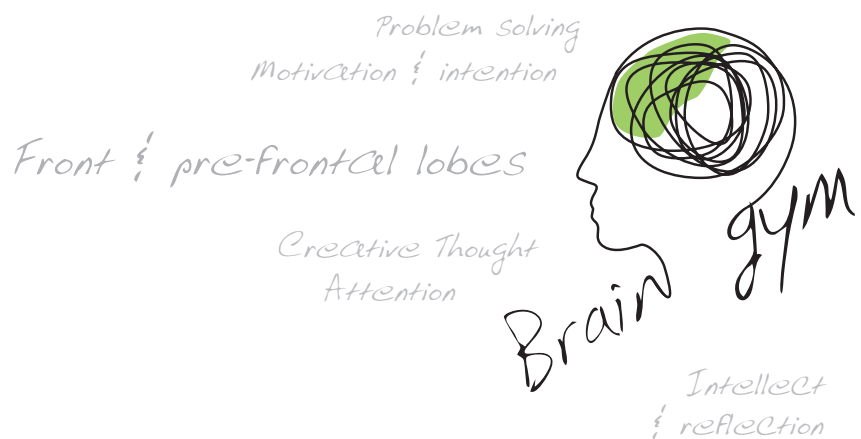
Creating a Win:Win Using Influence and Persuasion

When was the last time that you wanted to persuade someone to think or do something differently but didn't succeed.

Psychologists have shown that we each tend to favour one or two influencing tactics and ignore the rest.

For example, you start with the rational reasons why something needs to be done and, if that fails, switch to using authority, missing out on many other tactics that could well have had a more positive effect and gained the buy in of the person you were trying to convince!

The 'Win-Win' workshop will let you know more about the options available, and help you choose the right tactics for the situation. It may not make us perfect but it will make us more flexible and far better at winning over even the toughest opponents - a great skill that can be used in your professional and personal life.



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