

MDP 6: Taking People Along: Managing by Persuasion

Introduction

The ability to effectively influence and persuade lies at the heart of our personal and professional lives. The capacity to persuade is the key to effective leadership; whether the goal is to convince one person in a face-to-face encounter, influence a group in a meeting, sway an entire organization, or win over the broader community. This program is based on proven principles and techniques of effective persuasion derived from the psychology of human behavior. The powerful tools acquired on this program work in written communications and public speaking. They also work in one-on-one and small group interactions where most persuasion takes place.

Benefits of Attending

- Upon completion of this workshop, participants will be able to;
- Gain insight into personal behavior and understand how our personality and work behavior influences our ability to persuade and influence others
- Understand the interpersonal skills needed for persuasive influencing
- Determine how our social skills and interactions determine our ability to influence and persuade others
- Understand how to be assertive but not aggressive or passive

Program Contents

1. The role of personality
 - Types of personality
 - How personality type affects persuasion
2. Perception management
 - How perception affects persuasion
 - Verbal: choice of words
 - Vocal: tone of voice
 - Verbal: visual aids, dressing and demonstrations
3. Persuasive communication skills
 - Effective Social and Communication skills in persuasion
4. Assertion without aggression

Program Duration – One Day

Methodology: Video case studies, Role-plays, Inter-team Activity and games (experiential learning), Group Discussion

For whom: Managers (entry and middle level), Entry and Middle level personnel from NGOs

Program Director

Dr, Chhaya Wadhwa



Dr. Chhaya Wadhwa, presently working as Assistant Professor at Apeejay School of Management, Dwarka. She is a Ph.D in Management, MBA-HR and MA & M.Phil. She has around 18+ years of experience in teaching, research and training. Her areas of interest are Research Methods, Employer Branding, Organization Behaviour, Communications, and Soft Skills.