

*"For every man there exists a bait which he cannot resist swallowing." - Friedrich Nietzsche*

# Influence, Motivation and Persuasion

A skill development program focused on improving your ability to **influence, motivate and persuade** others.



## Program Overview

The power to influence, motivate and persuade others is a learned skill. Improving your ability in these areas will enable you to increase your levels of success in both your personal and professional worlds. In this program, you will learn:

- The seven principles of persuasion and how to apply them effectively,
- How to use the ethical influence strategies,
- To recognize your own influence style and patterns in your staff in ways that help them become self-motivated,
- How to influence, motivate and persuade others to take action in a direction you choose.

Research has shown that individuals who possess strong social interaction skills tend to command higher salaries than their equally talented but less influential colleagues. This program will help develop those skills.

**For more information visit:**

**[www.gaski.com/perform](http://www.gaski.com/perform)**

or call: (905) 752-0366

Seating is limited - register early.

## Main Topics

- Persuasion strategies,
- Goal and expectancy theory,
- Ethical influence tactics,
- Unethical influence tactics,
- Emotional intelligence,
- Leadership styles for influence.

## Learning Outcomes

- Understand how to ethically use the key principles of persuasion to attain lasting change in others,
- Recognize common influence traps leading to bad decisions,
- Rely more on the power of emotional intelligence to influence and less on your positional power,
- Recognize your own personal influence patterns and develop alternatives for the ineffective ones.

This workshop qualifies for  
**continuing education credits/hours or  
professional development units/hours.**

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