

Influencing and Persuasion

Successful projects need skilful and experienced leaders. The best project leaders demonstrate both technical ability and how to deal effectively with people – a combination of hard and soft skills.

One of the greatest challenges for a project leader is to juggle with conflicting priorities that are dictated by different stakeholders; often senior people in other departments or locations over whom they have no direct authority. This requires a special set of skills.

To address this issue, CityIQ has developed a unique course to provide project leaders with the skills to influence and persuade others to ensure project success.

Influencing & Persuasion is one of a number of courses we offer as part of the Project Leadership Programme.

We recognise that projects are not just about process and that the very best project leaders succeed in no small part because of the soft skills they can apply in a project context.

Indeed very often these soft skills are what make the difference between a successful and an unsuccessful outcome.

Course Outline

The course is run as a half day workshop. It is highly participative and draws on real life examples.

Group size is kept small – usually six to eight to allow full participation and time for exploration of the subject matter.

Who Should Attend?

The course is aimed at project leaders and project sponsors, particularly those involved in large projects or programmes or delivering in a matrix environment.

- Influencing in a Project Context
- Overt and Covert Influencing
- Attributes of a Good Influencer
- What's In It For Me? - Understanding What People Want
- The Five Stages of Influencing
- Active Listening
- Overcoming Resistance – Win/Win Strategies
- Influencing Styles – When To Try Different Approaches
- What Makes People Say 'Yes'

About CityIQ

CityIQ is an independently owned specialist consultancy with over 14 years' experience in the Financial Services industry.

CityIQ provides advisory and delivery services to clients in the Securities industry and covers all aspects of the investment process.

Courses on our Project Leadership programme include:

- Influencing & Persuasion
- Effective Communication
- Stakeholder Management
- Working in a Project Environment

Our services include:

- Projects & Project Governance
- Technical Architecture
- Business Analysis
- Business Continuity Planning
- Transformation & Change
- HR Transformation Services
- Supplier Management
- Surveys & Events
- Training

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