

11. Influencing and Persuading Others

Overview

Successful leaders are those who get things done, and that often requires getting others to do the things necessary for getting things done. All of that requires the application of successful influence. Stated simply, leaders must be able to influence and persuade others to achieve their team, department, and organizational goals.

In this course, you'll learn about methods of persuasion that will rally your stakeholders around your cause. You'll discover influencing techniques that set the stage for making your case, appeal to your audience, and get the commitment you need to move forward with your team, your goals, and your career.

Learning Objectives

- identify the ideal qualities of a persuasive person recognize actions that demonstrate the qualities necessary for exercising influence and persuasion
- identify strategies for influencing and persuading diverse audiences
- identify actions that bolster persuasion in presenting your case
- recognize actions that lead to a successful agreement