



Influencing People

Understanding and ethically using powerful Social Influence techniques

HARD SCIENCE FOR HUMAN SKILLS

Influence is a top tier Human Skill and to effectively persuade others, practitioners should possess a firm grasp of the four other Human Skills. Getting people to conform or to do what someone else requires is not always easy. Similarly, practitioners do not always recognise that they are losing or have lost control of a situation. This occurs with small children in exactly the same way it occurs with adults, partners, clients, colleagues and friends. The tactics and techniques are always the same – they are just more subtle and sophisticated with adults and this can make them more difficult to detect and combat.

The Influencing People course reveals to participants the tactics used by others to gain control of situations and individuals and provides techniques to counter these. It helps understand power and how to recognise and use various types of power to reduce the tendency towards fallback or default positions. For example, a shy or meek person will typically retreat when confronted whilst an assertive and aggressive individual will tend to go onto the front foot. Finally this course teaches participants the basic principles of persuasion and provides an insight into each of these principles and how and why they work in our daily interactions with others.

The core learning outcomes are:

- Defining power, influence and control
- Defining the attributes of persuasion
- Explaining the different forms of power
- Recognising the control tactics used by others
- Applying control techniques to manage control tactics used by others
- Demonstrating an ability to combine power, control and persuasion to deal with difficult people
- Understanding how to reduce uncertainty in human interactions

Who should attend?

Anyone dealing with people where eliminating or mitigating undesirable and unwanted behaviour would be beneficial. Practitioners who would gain advantage from ethically persuading others to do things they might not normally or willingly do.

Latest public course schedules, dates, prices and locations are posted at www.newintelligence.com.au

Private group courses are also available at fixed group rates.



New Intelligence is the only Australian company using the latest domestic and international research and practitioner feedback to develop training in influencing people – and Australia's only provider of Human Skills training.

Influencing People

In 1966 psychologists Jonathon Freedman and Scott Fraser published an amazing study. An undercover researcher going door to door in a residential neighbourhood made a preposterous request of the homeowners – to allow a huge public service billboard reading “DRIVE SAFELY” to be placed in their front yard all but obliterating the view of their house. Naturally most groups of residents refused (83%), however, one particular group reacted quite differently.

In fact over 76% of them agreed to the request. The prime reason for this startling turnaround was that this group had been visited two weeks previous by another undercover researcher asking them to display a small 10cm tall sign reading “BE A SAFE DRIVER”, a request to which most agreed because of its apparently trivial nature.

What does this research mean?

Influencing people requires modification of how they are thinking

and this course provides techniques and tactics for making significant changes to cognition and subsequently behaviour. Just as children's poor or unwanted behaviour can be modified by the application of discipline and boundaries, so too adult's disruptive or destructive behaviours can be identified and mitigated. Influencing people does not rely on tricks or miracles, just the precise, disciplined application of measured techniques.

REGISTRATION FORM

Name

Organisation

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Mobility or dietary requirements? Please Specify. Yes

Course Details

Course Date:

Course Location:

Course Price (including GST):

Cancellation Policy can be found in the Terms of Service at www.newintelligence.com.au

Payment Method

This notice will be treated as your official TAX INVOICE upon Intelligence Pty Ltd (ABN 53 117 410 670) trading as New intelligence receiving payment for your attendance at this event.

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For further information or to register contact New Intelligence

P (02) 6163 0100 **F** (02) 6163 0150

E training@newintelligence.com.au **W** www.newintelligence.com.au