Training Course on Influence and Persuasion in Leadership

Professional Development Training Course Outline

Category	Leadership and Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Influence and persuasion are critical leadership skills that drive organizational success, inspire teams, and foster strategic decision-making. In today's dynamic business environment, leaders must master the art of persuasive communication to motivate employees, negotiate effectively, and build strong stakeholder relationships. Whether leading change, managing crises, or driving innovation, the ability to influence with integrity and communicate with impact separates great leaders from the rest. This training equips leaders with proven strategies in behavioral psychology, emotional intelligence, and strategic messaging to enhance their persuasive abilities.

This course explores advanced techniques in negotiation, storytelling, credibility-building, and decision-making to help leaders navigate complex leadership challenges. Participants will learn how to craft compelling messages, handle resistance, and align persuasion techniques with organizational goals. Through real-world case studies, interactive simulations, and expert-led discussions, leaders will gain the skills needed to inspire action, strengthen relationships, and create lasting impact. This course empowers leaders to enhance their influence, build trust, and achieve strategic objectives with confidence.

Programme Curriculum

Training Course on Influence and Persuasion in Leadership

Introduction

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Course Objectives

By the end of this course, participants will:

1. Understand the psychology of influence and persuasion in leadership.
2. Develop credibility and trust as key pillars of influence.
3. Master persuasive storytelling techniques to inspire and engage.
4. Enhance emotional intelligence to connect with stakeholders.
5. Improve negotiation skills for conflict resolution and decision-making.
6. Apply behavioral science principles for ethical persuasion.
7. Influence organizational culture through strategic communication.
8. Utilize social proof and authority to enhance leadership impact.
9. Overcome resistance and handle objections effectively.
10. Leverage digital platforms for leadership influence.
11. Strengthen executive presence and non-verbal persuasion skills.
12. Develop personalized influence strategies for different audiences.
13. Align persuasion techniques with corporate goals and leadership vision.

Target Audience

1. CEOs and Senior Executives
2. Business Owners and Entrepreneurs
3. Government Officials and Policymakers
4. Directors and Senior Managers
5. Human Resource and Talent Development Leaders
6. Corporate Communication and Public Relations Executives
7. Team Leaders and Project Managers
8. Sales and Business Development Professionals

Course Content

Module 1: Fundamentals of Influence and Persuasion

1. Key principles of influence in leadership
2. The psychology behind persuasion techniques
3. Ethical considerations in persuasive leadership
4. Understanding cognitive biases in decision-making
5. Case Study: Influential leaders and their persuasion strategies

Module 2: Building Leadership Credibility and Trust

1. The role of authenticity in leadership influence
2. Establishing trust through transparency and consistency
3. Strengthening personal and organizational credibility
4. Managing reputation for long-term influence
5. Case Study: How trust enhances leadership impact

Module 3: Persuasive Storytelling for Leaders

1. The power of storytelling in leadership
2. Structuring a compelling narrative
3. Engaging audiences emotionally through stories
4. Using case studies and testimonials effectively
5. Case Study: Leaders who mastered storytelling

Module 4: Emotional Intelligence for Influence

1. The connection between EI and leadership persuasion
2. Enhancing self-awareness and empathy
3. Managing emotions for better communication
4. Influencing stakeholders through emotional engagement
5. Case Study: Emotional intelligence in action

Module 5: Negotiation and Conflict Resolution Strategies

1. Key negotiation tactics for leaders
2. Handling objections and resistance with confidence
3. Finding common ground and building consensus
4. The art of persuasive deal-making
5. Case Study: Successful executive negotiations

Module 6: Behavioral Science and Leadership Influence

1. Understanding heuristics and decision-making
2. The six principles of persuasion (Cialdini's Model)
3. Applying nudging techniques in leadership
4. Framing messages for maximum impact
5. Case Study: Behavioral science in organizational influence

Module 7: Influencing Organizational Culture

1. Shaping corporate values through leadership communication
2. Leading cultural transformation initiatives
3. Building a high-influence corporate environment
4. Enhancing employee engagement through persuasive leadership
5. Case Study: Culture-driven leadership influence

Module 8: Social Proof and Authority in Leadership

1. Leveraging authority to enhance persuasion
2. The impact of social proof on decision-making
3. Positioning oneself as an industry thought leader
4. Using endorsements and testimonials effectively
5. Case Study: Executives using social proof for credibility

Module 9: Overcoming Resistance and Handling Objections

1. Identifying sources of resistance in leadership
2. Psychological techniques for overcoming objections
3. Addressing skepticism with data and logic
4. Building consensus through persuasive techniques
5. Case Study: Leaders navigating resistance successfully

Module 10: Digital Influence and Persuasion Strategies

1. The role of digital communication in leadership influence
2. Social media strategies for executive engagement
3. Online reputation management and digital credibility
4. Using content marketing for leadership persuasion
5. Case Study: Digital-first leadership influence

Module 11: Executive Presence and Non-Verbal Persuasion

1. The importance of body language in persuasion
2. Enhancing vocal delivery for greater impact
3. Dressing for influence and credibility
4. The science of first impressions in leadership
5. Case Study: Non-verbal cues of successful leaders

Module 12: Tailoring Influence Strategies for Different Audiences

1. Adapting communication styles to audience needs
2. The psychology of persuasion in different cultures
3. Handling high-stakes conversations effectively
4. Persuading diverse teams and stakeholders
5. Case Study: Adaptive leadership influence

Module 13: Strategic Persuasion for Corporate Goals

1. Aligning persuasion techniques with business objectives
2. Driving organizational change through strategic influence
3. Building alignment between leadership and employees
4. Influencing boardroom decisions with persuasive tactics
5. Case Study: Persuasion for corporate success

Module 14: Leadership Persuasion in Crisis Management

1. The role of influence during crises
2. Communicating trust and transparency in challenging times
3. Handling public perception and media engagement
4. Restoring credibility after a crisis
5. Case Study: Crisis leadership and persuasive communication

Module 15: Developing a Personal Leadership Influence Plan

1. Self-assessment of personal influence strengths and gaps
2. Crafting a personal influence development plan
3. Setting measurable persuasion goals
4. Applying key takeaways in real-world scenarios
5. Case Study: Personal transformation through influence

Training Methodology

- Expert-led sessions and real-world case studies
- Role-playing and negotiation simulations
- Interactive storytelling and audience engagement exercises
- Live persuasion strategy workshops
- Emotional intelligence assessments and feedback
- Panel discussions with influential industry leaders
- Digital persuasion strategy development
- One-on-one coaching for executive influence growth

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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