



London TDM

# Management and Leadership

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 05 July 2026 To 09 July 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

The "Influence and Persuasion for C-Suite Leaders" course is designed to enhance executive leaders' abilities to effectively persuade and influence key stakeholders, drive organizational change, and foster a culture of collaboration. Through this 5-day intensive program, C-suite executives will gain advanced insights and tools to communicate with impact and lead with influence in various business environments.

- Understand the principles of persuasion and its impact on leadership effectiveness.
- Develop skills to communicate persuasively in both verbal and non-verbal contexts.
- Apply influence strategies to drive organizational change and innovation.
- Enhance emotional intelligence to better connect and build rapport with stakeholders.
- Adapt persuasion techniques to diverse audiences and business scenarios.

## Course Outlines

### Day 1: Foundations of Influence and Persuasion

- Introduction to key influence theories and models.
- Understanding the psychology of persuasion.
- Exploring the ethical implications of influence.
- Analyzing real-world case studies of persuasion in leadership.
- Interactive workshop: Self-assessment of personal influence style.

### Day 2: Communicating with Impact

- Mastering verbal and non-verbal communication skills.
- Techniques for crafting compelling messages and narratives.
- Practicing active listening to increase influence.
- Developing storytelling skills to engage and inspire.
- Role-play exercises to simulate persuasive communication scenarios.

### Day 3: Influencing Change and Innovation

- Strategies for leading and managing organizational change.
- Influence tactics to drive innovation within teams.
- Engaging stakeholders to build consensus and support.
- Overcoming resistance to change through persuasive techniques.
- Case study analysis on successful change leadership.

### Day 4: Emotional Intelligence and Leadership Influence

- Understanding the role of emotional intelligence in persuasion.
- Building rapport and trust with key stakeholders.
- Empathy as a tool for effective influence.
- Handling difficult conversations with tact and diplomacy.
- Interactive activities to enhance emotional awareness and control.

### Day 5: Persuasion in Diverse Environments

- Adapting influence strategies across cultures and demographics.
- Customizing persuasion approaches for various business contexts.
- Engaging with diverse teams and improving cross-cultural communication.
- Overcoming barriers to persuasion in global settings.
- Final group project: Developing a personalized influence plan.