



London TDM

Soft Skills and Personal Development Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 12 April 2026 To 16 April 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

This 5-day course on "Influence and Persuasion Skills" is designed for professionals seeking to enhance their ability to influence others and persuade effectively in various contexts. Throughout the course, participants will learn practical techniques and strategies drawn from psychology, communication theory, and practical experience. By the end of this program, participants will be better equipped to drive positive outcomes in their professional interactions.

Objectives

- Understand the fundamentals of influence and persuasion.
- Identify and apply various persuasive techniques and strategies.
- Enhance communication skills to improve persuasive ability.
- Build credibility and authority in professional scenarios.
- Apply influence and persuasion techniques ethically and effectively.

Course Outlines

Day 1: Introduction to Influence and Persuasion

- Definition and importance of influence and persuasion.
- The psychology behind persuasion: key principles.
- Understanding your audience: tailoring your approach.
- Building rapport and trust as a foundation.
- Introduction to ethical persuasion.

Day 2: Communication Skills for Persuasion

- Verbal communication techniques.
- Non-verbal cues and their impact.
- Active listening as a persuasion tool.
- Overcoming communication barriers.
- Storytelling for effective persuasion.

Day 3: Strategies and Techniques for Persuasion

- Utilizing the principle of reciprocity.
- Scarcity and urgency as motivators.
- The principle of authority in persuasion.
- Using consistency and commitment techniques.
- Applying social proof effectively.

Day 4: Building Credibility and Authority

- Establishing expertise in your field.
- Enhancing personal credibility through integrity.
- Developing a professional presence.
- The role of confidence in persuasion.
- Managing first impressions and lasting impacts.

Day 5: Ethical Application and Practice

- Understanding the ethics of influence and persuasion.
- Case studies: successful ethical persuasion.
- Role-playing scenarios for practice and feedback.
- Overcoming resistance and objections.
- Creating a personal development plan for continued growth.