

Master the mechanisms and techniques of persuasion

Description

We react spontaneously to certain stimuli that are part of our DNA as Human Beings. We have our preferences and it is in flexibility that we can improve our communication. How can we play ethically and elegantly with these levers and influence without manipulation?

Course Content

- Keys to motivation
 - Culbuto Motivation Model
 - Skills and motivation in influence work
- Influencing tactics
 - The 12 tactics
 - Vocabulary and ideal attitudes
 - Dangers in case of abuse
 - The human reasons for their success
 - Putting it into practice
- Avoid handling
 - Approaches to intellectual self-defence

Documentation

- Digital courseware included

Participant profiles

- All people who need to pass on individual or group messages

Prerequisites

- No prerequisites

Objectives

- Understand the keys to motivation
- Know the 12 influencing tactics
- Avoid manipulative traps

Niveau

Fondamental

Classroom Registration Price (CHF)

800

Virtual Classroom Registration Price (CHF)

800

Duration (in Days)

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Reference

COM-PERS