



## Persuading & Influencing Others

*I've been in the training industry for 20 years and I'm convinced this is the best program I've ever seen!"*

Yvon Dray, Director of Training for Operations, Alcatel, Mexico City

### Communicating for Success

Technical skills are very important but strong interpersonal skills are what separate outstanding performers from the rest. Clients, team members, colleagues, your boss and suppliers all make decisions that affect your goals. This program will provide you with the skills and tools for communicating more powerfully and persuasively in any type of business or social situation. The program will provide you with:

- **Understanding and insight into your social and communication style, and the social styles of others**
- **Skills to build trust and to project empathy**
- **Capacity to deal effectively with relationship tensions and situations involving change**
- **A systematic approach to understanding, communicating with and managing others**
- **A six-step negotiation process to enable you to find a positive solution with even the most difficult people**
- **A personal 'gameplan' for dealing effectively with colleagues, clients and people in your life**
- **A lifetime set of tools for getting results.**

The Persuasive Communication program has been successfully used by over one million people worldwide and has been proven over the past 20 years to be one of the world's most effective communication skills training programs. It will equip you with the people and communication skills that are vital to success in both your work and personal life.

These new skills are easy to learn and immediately applicable to real-life work challenges. You will receive feedback on how business associates perceive your natural communication style, ability to project empathy, and level of interpersonal flexibility. We help you to understand your strengths in trust building, and more importantly, provide the skills to minimise or eliminate any weaknesses.

### Key Features

- **360 Degree Feedback.** You select five people who know you well in your work or personal life to complete a profile on how they perceive you as a communicator. This provides powerful self-knowledge and a platform to develop your skills during the program.
- **Unique Measures.** Unlike other tools, Persona's Personal Communicator provides valuable feedback on your empathy and flexibility levels which are key determinants of trust building.
- **Case Study Feature.** A special feature of the Persona program is that you apply your learnings immediately to a real-life situation. We will coach you, and help you to develop a practical plan for communicating more effectively with your chosen person.
- **Actionable.** Emphasis is on acquiring immediately useable, practical skills rather than learning theory.
- **Profiling Tools.** You take away tools that allow you to profile anyone you deal with and understand their needs.
- **Useful Take Home Materials.** Reports and Program materials provide you with complete feedback and information that you can refer to after the workshop.



### CASE STUDY: Samsung Data Systems, Korea

- ▶ **Situation:** Samsung Data Systems, Korea, recognised the need to maintain and improve their competitiveness and productivity to sustain growth in the aggressive and innovative market of electronics manufacturing.
- ▶ **Course of Action:** Samsung engaged Persona's Korean partner to develop a program which included Persuading and Influencing Others to show managers how to coordinate more effectively in their workplaces.
- ▶ **Results:** Since implementing the Persona methodologies, Samsung Korea has been able to employ and maintain the highest percentage of internationally certified employees (89%). Employees reported being happier and Samsung reduced employee turnover by 50%. Sales and productivity are also continuously increasing.

*"The most important thing in communication is to hear what isn't being said."*

Peter Drucker

**Who Should Participate?**

- Professionals who need to influence others
- Leaders, managers and supervisors who want to be more effective
- Account Managers dealing with high value or complex client relationships
- Negotiators handling complex or sensitive issues
- Sales executives who want to improve selling techniques
- Team leaders
- Anyone who wants to communicate more effectively with others.

**Credentials**

Researchers at Applied Communication Technology and San Francisco State University have validated Persona's methodology, based on data collected in numerous cultures, including England, Japan, New Zealand, Switzerland, and the United States.

**About Us**

Dawson McDonald is the Australian Partner of the internationally recognised Persona International group, that offers business solutions to organisations throughout 45 countries. Company Principals, John Dawson and Carmel McDonald have been recruiting, consulting, training and coaching for Australian businesses for over a decade, following extensive industry experience.

**Benefits**

**Outcomes of this program:**

- Improve co-operation, trust and communication effectiveness
- Identify individuals whose communication style differs from your own and understand how to respond to their varying needs
- Use different communication styles in the negotiation process
- Respond to and turn around defensive behaviour
- Build empathy and interpersonal flexibility
- Manage relationships effectively
- Upgrade selling skills
- Negotiate in private and public situations

**About Persona**

Persona International is a worldwide provider of learning, development and assessment tools and methodologies for organisations facing challenges in change leadership, communication, organisational alignment, sales, customer service, and management.

**Corporations that have benefited from Persona Programs include:**

General Electric	Microsoft	Exxon Mobil
Pfizer	Xerox	Applied Materials
BMW	Vodafone	British Airways
Mitsubishi	Dell Computer	Japan Airlines
Disney	IBM	Credit Suisse
Coca Cola	Alcatel	American Express
Hitachi	Motorola	Sony Music Entertainment



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