**How to get your message across:**

**Course outline**

What are we aiming to achieve?

* **Explore the key components of effective, professional influencing, persuasion and presentation skills and how these apply to your work.**
* **Consider specific influencing challenges and how these can be managed.**
* **Explore personal influencing styles and preferences.**
* **Identify the core principles of persuasive writing.**
* **Clarify key questions to ask when structuring presentations.**
* **Increase confidence in your capacity to influence and persuade.**

**10.00** **Welcome and Introductions**

**Using your influence:**

**Key influencing strategies**

**Understanding your influencing challenge**

**You as an influencer: recognising your preferred styles**

**13.00 Lunch**

**How to get heard:**

**Negation and persuasion skills**

**The key principles**

**Writing with Impact: top tips**

**Making presentations: key questions to consider**

**Your impact: making the most of it.**

**Next steps**

**16.00 Close**