

# 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?

### Classroom Registration Price (CHF)

800

### Virtual Classroom Registration Price (CHF)

800

## 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

## Duration (in Days)

1

## Reference

COM-PERS