

# Argument and Persuasion

Hands-on course of 2 days - 14h

Ref.: AGC - Price 2024: CHF1 550 (excl. taxes)

This training will enable participants to master argumentation techniques and human knowledge in order to sell their ideas and convince their audiences.

## EXERCISE

Self-assessment tests, theoretical knowledge with experience exchanges, practicing with role-playing.

## THE PROGRAMME

last updated: 08/2024

### 1) Introduction

- Defining the process of influencing others
- Engendering persuasive communication
- One-to-one interaction processes

*Exercise : self-assessment test and personalized analysis*

### 2) How to convince your audience

- Understanding other people's defense mechanisms and sensitivity to stress : Identifying obstacles to communication, Establishing systems of self-protection, Ensuring your communication is clear and concise, Gaining cooperation
- Working on stress reactions according to different personality types : Addressing others' needs and expectations : Ensuring your communication is clear and concise, Gaining cooperation

*Exercise : Role-play : delivering difficult messages. Group debriefing session.*

### 3) How to acquire effective techniques to influence others

- Basing your presentations on facts : Giving clear and structured explanations, using logical demonstrations, suggesting
- How to Include behavioral factors to be more convincing : Taking your counterpart's personality into account, Creating a

*Exercise : Role-play : improving convincing skills. Group debriefing session.*

### 4) How to develop effective skills for convincing others

- Asking the right questions
- Listening and giving efficient answers
- Anticipating questions and objections
- Reaching an agreement

*Exercise : Role-play : developing persuasion techniques. Group debriefing session.*

## DATES

### REMOTE CLASS

2025 : 30 Jan, 17 Apr, 10 Jul, 02 Oct

### PARTICIPANTS

Anyone who is likely to work in function teams or on projects.

### PREREQUISITES

No particular knowledge.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@ORSYS.fr](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.