



Personal effectiveness in business

Learn how to get what you want by being assertive and influencing others

Course Leader: John Trotman, Associate, *ChangeBEAT*

Who is it for?

Anyone who are looking to become increasingly effective in dealing with people in the working environment and who sees the benefit of building valuable long term business relationships.

What is it about?

Being professionally competent is no longer enough. Colleagues, bosses and customers will only appreciate our professional skills if we are able to express ourselves effectively and be persuasive in putting forward our own good ideas. People we meet in the course of our jobs are only likely to take us seriously if we explain our ideas convincingly and are influential and positive in the way that we relate to them. Being assertive and influential are critical skills that can be made conscious skills effectively applied.

This workshop teaches an assertive way of dealing with people which establishes our own 'rights' as well as acknowledging the 'rights' of others. It enables us to recognise which of our influencing behaviours can be improved and gives guidance on how to develop them. It provides delegates with models of assertiveness which will enable them to employ their professional skills extremely effectively. Delegates will also be equipped with a highly practical set of skills to help them become even more effective in their roles whilst extending their credibility and developing effective long term relationships within and outside of their companies.

How do you benefit?

This course enables the delegate to master two powerful models and understand a set of behaviours which will ensure that good ideas are properly appreciated and that working relationships become increasingly effective.

Course overview

The module covers

- Communication processes
- Questioning and listening techniques
- Rapport building
- A model of assertive behaviour
- Using assertive techniques

- Influencing styles
- How to influence others in a range of situations

This training provides opportunities to diagnose current strengths and work with others to identify the most appropriate behaviours for common situations

Testimonials

“An interesting, engaging and relevant course, made even more so with encouraged debate and discussion. I got a lot from the day and am putting in to practice what we learnt.”

Kristen Butler, Senior Consultant, CACI Ltd

“Attending the Personal Effectiveness in Business course should help our business move forward on difficult projects by using an assertive approach to influence our clients. The open approach of the trainer gave all delegates the opportunity to describe their prior experiences and objectively discuss how contentious situations may have been approached differently. Perhaps the most useful elements for me were: understanding how to listen effectively, the value of face-to-face communications and how to avoid or manage conflict.”

Matt Lewis, Senior Consultant, CACI Ltd

“The Personal Effectiveness in Business course was inclusive, challenging and superbly delivered in a professional environment. The content was very interesting and pitched at the right level for all delegates from our companyand required some “inward reflection” before the course started which made for some fascinating discussion! On a personal level, the course taught me new strategies to employ whilst consolidating skills I already use on a daily basis. Excellent!”

Jason White, Customer Care Consultant, CACI Limited

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	One day
Time	09:30-17:00
Fee	Intellect members £395+VAT non-member £695+VAT