



Management
Centre Europe®

A photograph of a man with glasses and a plaid shirt, smiling as he works on a laptop. The image is partially obscured by geometric shapes in shades of blue and red.

MCE Services

**Expanding Your Influence:
Understanding the
Psychology of Persuasion**

Live Online

What are Live Online Programmes?

MCE in partnership with our parent company AMA is now offering **Live Online Training** in the EMEA region. You can access these scheduled live stream training programmes from anywhere. They cover the key business topics of our top Open Training Programmes.

What are Live Online Training Programmes?

- 3 or 4 scheduled sessions of 3 hours
- delivered to small groups in a virtual classroom with an online video meetings tool
- interactive with breakout rooms and discussions
- facilitator led with live interaction

A photograph showing a person's hands typing on a laptop keyboard. The laptop screen displays a video call with a man in a blue checkered shirt. In the background of the video call, another person is visible. A blue banner is overlaid on the left side of the image.

Avoid hotel and travel costs and minimize the time away from work.

A small inset image showing a man in a light blue shirt sitting at a desk with a laptop. A red banner with white text is overlaid on the top of the image.

No Travel Needed

Key Benefits

- Variety of activities that create a live and dynamic learning experience
- Real-world advice from practitioners in the field
- Online, virtual, convenient, high-quality and consistent learning
- Cost-effective and no travel necessary
- Live, personal feedback from your facilitator and peers

Expanding Your Influence

Understanding the Psychology of Persuasion

Live Online



SESSION 1 (3 hours)

Overview of Influence and Persuasion

- Define Persuasion and Influence
- Describe the Foundation Principles of Persuasion
- Explain the Laws of Persuasion
- Identify the Major Categories of the Laws of Persuasion (i.e., The Influence Model)

Appealing to Human Nature and Fulfilling Emotional Needs

- Describe the Subconscious Triggers That Influence a Person's Decision Making Process, Behaviors, and Reactions
- Explain the Laws of Persuasion as They Pertain to Appealing to Human Nature and Fulfilling Emotional Needs
- Select and Apply the Appropriate Law(s) of Persuasion in Any Given Situation
- Recognize the Implications of Unethical Approaches to Using These Laws

Shaping Persuasions

- Recognize the Impact of First Impressions on Other People and of Positive Versus Negative Verbal and Nonverbal Communication
- Explain the Laws of Persuasion That Shape People's Perceptions
- Select and Apply the Appropriate Law(s) of Persuasion to Any Given Situation
- Recognize the Implications of Unethical Approaches to Using These Laws
- Apply the Laws of Persuasion Back on the Job

SESSION 2 (3 hours)

Involving to Persuade

- Explain the Law of Involvement and How It Affects Your Ability to Persuade Others
- Apply This Law of Persuasion to Your Job

Creating Discomfort

- Explain How the Laws That Create Discomfort Affect Your Ability to Persuade Others
- Apply the Appropriate Law(s) of Persuasion to a Given Situation Describe Connections Between Those Laws That Create Discomfort and Those That Shape Perceptions
- Recognize the Implications of Unethical Approaches to Using These Laws
- Apply the Laws That Create Discomfort Back on the Job

SESSION 3 (3 hours)

Balancing Emotions and Logic

- Explain the Law of Balance and How It Affects Your Ability to Persuade Others
- Apply the Law of Balance Back on the Job

Putting It All Together—Using the Pre-Persuasion Checklist

- Use the Pre-Persuasion Checklist to Effectively Determine the Appropriate Law(s) of Persuasion for a Given Business Situation
- Apply the Laws of Persuasion Back on the Job

Practical Details

Schedule : 3 SESSIONS of 3 hours each

Language : English

Price : €2150

Format : Online

→ Key Facts

About MCE



400,000

Participants on MCE training programmes since 1961



59 years

Providing Learning & Development (L&D) services in the EMEA region



1,700

Client companies which we have worked with delivering customized & in company learning solutions



6,200

In Company Training Solutions delivered in more than 94 countries



50+

Open Training Programmes running throughout the EMEA region



10,000

Managers & Leaders inspired by MCE's management development solutions each year



Contact us Today