

Course : Arguing and convincing, perfecting

decoding behavior to influence

Practical course - 2d - 14h00 - Ref. AGP

Price : 1370 € E.T.

★★★★☆ 4,5 / 5

Blended

This course, designed for people already familiar with basic communication techniques, focuses on getting to know others and oneself. It explores the verbal and non-verbal communication techniques essential for convincing others.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Refine verbal and non-verbal communication techniques
- ✓ Clarify messages and objectives
- ✓ Adopting positive postures to build trust in relationships
- ✓ Research motivations to establish an influence strategy
- ✓ Using life positions

Intended audience

This course is designed for all managers and executives who need to persuade their teams and other stakeholders (customers, cross-functional teams, etc.).

Prerequisites

Completion of AGC or equivalent training.

Practical details

Hands-on work

Self-assessment tests, exchanges of experience and best practices, numerous filmed scenarios with personalized debriefing.

Course schedule

PARTICIPANTS

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PREREQUISITES

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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.

1 Defining argumentation

- Argue, convince and influence without manipulating.
- The reasons for and limits of the argument.

Group discussion

Workshop on the aims of arguing, convincing and influencing.

2 Getting to know your contact

- What's at stake in the relationship?
- Clarify messages and objectives.
- Identify parent-adult-child communication modes.

Hands-on work

Test to identify your preferred communication styles.

3 Using influence parameters

- Communication processes and tools.
- Adopt positive postures to create relational trust.
- Use the six spontaneous listening attitudes.
- Identify signals that betray positive and defensive attitudes.
- Influence by arousing emotions and generating interest.

Role-playing

Filmed exercises in active listening techniques. Decoding non-verbal communication.

4 Understanding the impact of reciprocal perceptions on the relationship

- Use life positions.
- Understand and use the relationship with authority.
- Identify obstacles linked to limiting beliefs.
- Be assertive in decision-making situations.

Hands-on work

Life position test. Assertiveness test.

5 Communicate effectively to convince

- Adopt attitudes of respect and sincerity.
- Use positive influence language, propose solutions.
- Structure your argument using deductive logic.
- Take into account the interlocutor's psychological motivations.

Role-playing

Filmed scenarios on argumentation techniques.

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 to review your request and its feasibility.

6 Acting on social norms

- Understanding reference models.
- Modify internal and external rules to suit the situation.
- Positive, empowering identities.
- Negative, devaluing identities.

Group discussion

Workshop to reflect on these social norms.

7 Using motivational mechanisms

- A reminder of the basic principles of motivation.
- Research motivations to establish an influence strategy.

Group discussion

Workshop on the fundamentals of motivation.

Options

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Dates and locations

REMOTE CLASS

2026 : 1 June, 14 Sep., 30 Nov.

PARIS LA DÉFENSE

2026 : 1 June, 14 Sep., 30 Nov.