

# Course : Managers: arguing and persuading

share decisions

*Practical course - 2d - 14h00 - Ref. FDE*

*Price : 1590 CHF E.T.*



Learning to persuade someone in a presentation or face-to-face situation is a complex exercise. This course will enable you to develop a listening relationship, deal with obstructions and objections, and ensure your leadership around motivation and objectives by adapting your speeches to the situation.

## Teaching objectives

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

- ✓ Persuade your interlocutor in presentation or face-to-face situations
- ✓ Enrich your argumentation and identify your influencing style
- ✓ Develop your listening skills
- ✓ Use objections to become more convincing
- ✓ Dealing constructively with difficult situations

## Intended audience

Managers, new managers, project managers.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Playful role-playing and exchanges that encourage a high level of involvement from participants.

## Course schedule

### PARTICIPANTS

Managers, new managers, project managers.

### PREREQUISITES

No special knowledge required.

### 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.

## 1 Arguing, convincing, persuading

- Vectors of persuasion in presentations and face-to-face interviews.
- What persuades or dissuades.
- The different registers of argumentation and the critical path of persuasion.
- Knowing and identifying the motivational levers/weaknesses of my contacts.

### Exercise

Brainstorming on the challenges and levers of persuasion. Role-playing in front of the group.

## 2 Develop your persuasiveness in front of a group

- Identify your influencing style.
- Work on "presence", gestures and voice.
- Enrich your arguments (examples, narratives, metaphors, quotations).
- Enhance to involve.

### Exercise

Self-diagnosis of value systems. Practical application with audience interaction.

## 3 Develop your ability to win over people face-to-face

- Be clear about your objectives and the game of influence.
- The right questions to ask.
- Facilitating conditions for a constructive exchange.
- Adapt your argumentation to your interlocutor.
- Two influence strategies: contagion or conversion.

### Role-playing

Illustration of different strategic approaches to persuasion.

## 4 Removing obstacles and laying the foundations for a relationship of trust

- Listen to other people's arguments and understand hidden messages.
- Avoid over-reactivity.
- Use objections to increase persuasiveness.
- Developing creativity to overcome deadlocks.
- Know how to use allies.

### Exercise

Playful group exercise of mutual influence. Highlighting practices and behaviors to be favored and avoided.

## 5 Dealing constructively with difficult situations

- Staying on top in difficult situations.
- Bypass obstruction tactics: polemics, manipulation, aggression.
- Remain authentic, honest and demonstrate your values.
- Flexible support for attitude change.
- Answering awkward questions.

### Role-playing

Role-playing group influence in a change management context.

### 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.

## Dates and locations

### REMOTE CLASS

2026 : 21 May, 8 Oct., 26 Nov.