

### Assertiveness and Influencing

#### Who is this course designed for?

Front line management, who need to understand the value of networking, and how best to influence and negotiate with others to achieve their objectives.

#### What are the course objectives?

- Explain the value of networking
- Identify an appropriate work-based network for yourself
- Describe methods to establish and maintain effective relationships with the identified network
- Explain the general principles of negotiation
- Explain a relevant technique for influencing others to achieve workplace objectives
- Describe how to reduce resistance and minimise conflict to achieve a 'win-win' situation in the workplace during negotiations

#### What's in the course?

- The nature, purpose and value of networking
- Identification of relevant types of networks
- Techniques for influencing others
- Methods to establish and maintain effective professional relationships at various levels
- Formal and informal negotiation
- Negotiation strategy, tactics and behaviour
- Value systems and other barriers to acceptance
- `BATNA`
- Overcoming deadlock to achieve a 'win-win' situation

#### Our approach to this course:

theory and discussion	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	participation in group /individual activities	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	workbook exercises	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
practice exercises	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	presentations (informal and/or formal)	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	handouts	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
case studies	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	written/multiple choice test	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	work based assignment	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

#### What next?

Please CONTACT US to book this course:

[enquiries@thewayahead.org.uk](mailto:enquiries@thewayahead.org.uk)

**Price: £225**

(+ VAT)

1-day workshop

*“Training today's people for tomorrow's world”*