

1. TITLE OF COURSE / PROGRAMME

Influence without Authority

2. DURATION

16 hours

3. INTRODUCTION

Organizations have changed – there is now a mix of top-down authority and situations where no single person is clearly "the boss." Therefore, Influencing skills are indispensable in modern organizations. Professionals and managers aren't getting things done because they can tell someone else what to do. People are getting things done through influence.

This is a highly practical and interactive course, designed to develop key skills relevant to people at all levels to positively influence people in such a way that others follow and act willingly —as opposed to complying because of the authority factor.

4. COURSE OBJECTIVE

- Understand the skills required to Influence effectively without authority
- Achieve goals by enhancing trust and cooperation
- Apply influence strategies to gain commitment and foster collaboration
- Dynamically adjust your approach to others to gain buy-in
- Equip with Assertive Skills with powerful voice and body language
- Master listening techniques to gain trust

5. TARGET GROUP (BY DESIGNATION)

Managers, Supervisors, Sales Personnel, Executives and for those wanting to improve the influence they have over different people & situations in their professional and personal lives.

6. TARGETED INDUSTRY/INDUSTRIES FOR THE COURSES

Manufacturing, FMCG, Financial Institutions, Servicing, Hotels

7. COURSE CONTENT/OUTLINE

1. About Influencing
 - 5 Levels of Leadership
 - Positive vs Negative influencing techniques
2. The Power of Excellence Beliefs
 - History of NLP
 - Most influential NLP Presuppositions in Influencing
3. Using another's Communication Preferences to Influence and Persuade
 - The NLP Communication Model
 - Understanding different Communication Styles using NLP Internal Representation System
 - Calibration technique for reading the body language's message
 - VAK Cues & Eye Accessing Cues
 - Recognizing verbal and non-verbal patterns of communication and thinking styles
4. Speak their language
 - Different filtered thinking – NLP Meta Program
5. Building Rapport & Trust
 - Build instant Rapport using NLP Matching & Mirroring
 - Ways to build rapport – verbal and non-verbal

6. Influence through Languages
 - Understanding your Conscious and Subconscious Mind
 - Milton Model Linguistic Patterns for effective persuasion
7. Assertiveness Skills
 - Behave self-confidently & authoritatively
 - The power standing position
 - Make use eye contact and body gestures
 - Authority & tone of voice
 - Common voice problems
 - A voice of Authority (Voice training)
 - The Power of Pause
 - Powerful Phrases of Assertive Language
8. Be a good listener
 - Poor Listening habits
 - Common barriers of Active Listening
 - Reading Verbal & non-verbal sign of active listening

8. DURATION

2 Days (9am – 5pm)

9. COURSE FEE

Program 100% Claimable under SBL Scheme

PSDC Members: RM 750/pax

Non-Members: RM 820/pax

All prices listed above are subject to GST.

10. DATES

30 – 31 May 2018

14 – 15 Nov 2018

**Training dates are subject to change*

TRAINER'S PROFILE

Yvonne Ooi Lay Siew comes with more than 20 years working experience. She started her career in the Sales arena in 1994, for a large international financial service institution and subsequently moved into the field of Corporate Training in 2002. She has worked for several well established financial services organizations and has held various managerial positions during her corporate career.

As a Corporate Trainer and a Sales Coach, she has trained and coached a few thousands of fresh graduates, executives and managers in the area of soft skills. Yvonne has established herself as a competent Speaker, Presenter, Trainer and Coach. Yvonne is passionate about helping people to reach their fullest potential. She enjoys helping her clients on how to communicate effectively, make winning high impact presentations and unleash the leadership charisma. In this respect, she has had an excellent track record in helping many clients to reaching their fullest potential.

Her past role included helping Senior Managers, Managers, Executives, Agents and Consultants in their grooming and making high impact presentation; as part of developing them to create a positive impact with their clients. One of her major recognition and achievement was the "Supreme Achiever" Award presented to her in 2006 to recognize her outstanding performance in agency coaching. She has invaluable experience in coaching people from different cultural background.

As a Trainer, she conducts the following workshop titles.

- Public speaking & High Impact Presentation skills
- NLP communication & interpersonal skills
- Attitude & Mindset Tuning,
- Career development.

She holds a Bachelor Degree in Business Administration from USA. She is also a Certified Master Practitioner of Neuro-Semantics (NS) & Neuro-Linguistic Programming (NLP), Certified Practitioner of Timelines & Accessing Personal Genius.

Yvonne is now a full time Corporate Trainer (Certified Professional Trainer) and Life Coach since 2012. She has since facilitated workshops for clients ranging from B Braun, Philip Lumileds, Dell, Prudential, Penang Women Development Corporation (PWDC), Sim Educare & Learning and many more



ADMINISTRATIVE DETAILS

Venue	PSDC
Payment	Crossed cheque made payable to “ PENANG SKILLS DEVELOPMENT CENTRE ” one week before commencement date.
Registration	Registration forms together with payment to be forwarded to:- PSDC <i>1, Jalan Sultan Azlan Shah, Bandar Bayan Baru, 11900 Bayan Lepas, Penang.</i> Tel: 04-643 7909 Fax: 04-643 7929 Email: training@psdc.org.my
Cancellation	PSDC reserves the right to cancel or postpone any program but with due notice to the company(s)
Refund	Fees will only be refunded in full for any cancellation of registration provided written notice is received 7 working days before commencement date. Substitute attendee(s) will be accepted at no extra charge.

For further information, please contact Nuralina (ext. 514)
Email: nuralina@psdc.org.my

Online registration: <http://www.psd.org.my>



To find out more, call our Corporate Training Team at ext 523/577/514/517 or email to corptraining@psdc.org.my

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