



TRAINING

PERSUADING AND
INFLUENCING AT
WORK 101

UPCOMING WEBINAR



How many times over the last week have you wanted to influence people, policy or processes? I suspect the answer is at least once. Of those, how many times did you achieve your desired outcome?

I would love to think your answer was; 'every time' but I suspect (if I may be so bold) that it was probably less than you would have liked, otherwise [this webinar](#) may not have piqued your interest.

I think it is probably safe to say that if I were to ask whether you would like to be more effective at influencing, the answer is likely to be; **'yes'!**

After all being more effective would mean, achieving what you want, more easily, and more often.

How to positively persuade and influence aren't 'nice to have' skills, they are **essential skills** whether you are aiming to influence your peers, your staff, your manager, external partners, wider stakeholders, or the public.

Being able to affect change in behaviour, perception, policy, thinking, or discourse; is a **key leadership skill** in today's fast-paced, high pressured, changing environment.

[Register here.](#)

In fact, if your job requires you to;

- work as part of a team
- lead a project
- achieve buy-in to a vision or strategy
- develop policy
- be able to affect change in culture
- implement organisational change
- sell a service in a competitive business environment
- bring people together in challenging times
- take them forward into the unknown

then you will need these skills.

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It is true, that some people are naturally more charismatic, confident or 'silver tongued' but every one of us has the potential to be more effective. We have the resources inside us, we just need to know where to look.

In this [revealing_101_Webinar](#) on Persuasion and Influencing Skills I will explore the five most common myths:

Myth 1: Persuasion involves manipulation and coercion

Myth 2: Influencing is something you do 'to' or 'on' somebody

Myth 3: Influencing is a rational process

Myth 4: Effective influencers prepare their strategy based on their desired outcome

Myth 5: Effective influencing requires a good 'poker-face'

If you feel ready to **push yourself to the next level**, then come and [join me for this myth-busting peek](#) inside the secret file of the effective influencer, where I will also share with you my **top tips to effective influencing** based on more than 25 years' experience.



Amanda Tooth is an international trainer, facilitator and coach. Amanda started her professional career as an actress and drama coach trained in the Method tradition, a discipline that taught her how to garner genuine buy-in from people through authenticity and presence.

Retraining as a criminologist Amanda explored; psychology, sociology and human behaviour.

She continued her own personal development journey immersing herself in effective evidence-based approaches such as:

- Motivational Interviewing
- Emotional Intelligence
- Neuro Linguistic Programming (NLP)
- Emotional Freedom Techniques (EFT)
- and cognitive behavioural coaching

Amanda has worked across sectors in the UK, with much of her career over the last 25 years specialising in partnership working, commissioning and contracting.

As the Partnership Manager for London Probation, Amanda successfully influenced local and national strategy, and negotiated access to funding for a client group who did not normally win favour when it came to tapping into limited public funds.

Amanda left the probation service in 2008, to focus on her real passion; working with people and organisations to help them to fulfil their full potential through authenticity and presence.

Amanda has worked extensively across the UK, the Gulf region, Africa and Europe and across sectors including; government departments and executive agencies; the oil and gas industry; the public sector; the banking and finance sector; NGOs; the charity sector; and the UN.

Amanda lives in France with her husband and five cats.



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