

#UP/Influence and persuasiveness

No. 8537

Target group: All employees who want to develop and improve their assertiveness.

Prerequisites: An interest in online learning and a willingness to put the theory you have learned into practice and optimize it on a daily basis, to make sure that these new tools become a habit.

Training method: Online self-learning phases, live online sessions and support by professional learning experts.

Duration: approx. 45 days running time

Study time: 2 – 4 hours effective study time on the LearningHub @Cegos | 8 – 10 hours practice-oriented consolidation of what has been learned and successful transfer of the learning content into the working environment

Number of participants: min. 8 – max. 12

Languages: Available in 7 languages (ideal for international implementation)

DE EN FR ES IT PT CN

Price: on request

Benefits/Content: Thanks to this learning and implementation program, you will:

- Increase your persuasiveness
- Develop your abilities to place your ideas
- Be even better prepared to advance ideas or projects.

You can acquire and deepen your assertiveness through a combination of digital learning, individual coaching, support from superiors or colleagues and a virtual workshop.

We call this format #UP. It is based on a personalizable learning path that guarantees real learning success.

By using this format, we are keeping the promise of 4REAL, the process model of the Integrata Cegos Group, to offer you a lasting, practice-oriented and efficient learning experience.

You are the one who is in the driving seat: You have a clear objective right from the start and choose your own learning path.

Milestones Process Learning and applying

1. Learning set-up
Definition of your objective



Day 1 – 9 | 1 – 2 hours

2. Live Online Session
Exchange on learning content & support



Day 10 | 90 minutes

3. Personalize
your learning path



Day 10 – 11 | 30 minutes

Sprints – You choose two of the following sprints:

**1. Influencing & persuading:
Win people over to your side**

Familiarize yourself with the three most important steps to successfully persuade others to support an idea or project:

- Who do I have to persuade? – Five possible profiles of people to win over
- Decide how to proceed in order to be persuasive
- Evaluate the five responses

2. Dealing with objections

- Adopt a positive approach to objections
- Use the DRAC method: Dig deeper, rephrase, argue/adjust, control/concretize
- Learn how to deal with objections while maintaining the relationship

3. Managing transformations with a testing and learning approach

- Dare to start a short-term test on a small scale and stick to your 'testing approach'
- Allow yourself to make mistakes
- At the beginning, rely on your allies
- Question your habits and be creative in order to further develop your solution

4. Effective questioning and listening

- Follow the 5 steps for 'good listening'
- Ask questions that will help you understand
- Rephrase what was said
- Develop a sense for 'bad listening'

**4. Learning and applying
to workplace**



Day 11 – 40 | 4 – 10 hours

**5. Live Online Session
Exchange on transfer of
learning**



Day 38 – 43

Day 44 | 1 hour

**6. Get certified
Evidence validation***



Day 45

*Prerequisites for the certificate: Submission of two pieces of evidence from third parties (colleagues, managers, clients, etc.) in line with the learning objectives you set yourself at the beginning of the training program.

Mentoring path



Day 1 – 45 | 4 conversations

Involvement of a company internal mentor (colleague, manager, supervisor, etc.) in the learning program, who will assist you with:

- individual objectives (comparison of company and learning objectives)
- selecting sprints
- collecting learning evidence