haufe akademie

Booking number
5657

Persuasion and Influence: Speak Up and Convince!

Reach your Audience - even in International Settings

How convincing are your ideas? When you want to persuade, can you successfully adapt to your audience? Do you know how to back-up your ideas with reasons that others find convincing, using effective rhetorical devices? Effective persuasion is the ability to influence the behaviour of others. It is a skill that is extremely important in business and personal relationships. In this hands-on seminar you will sustainably optimise your personal linguistic style and gain in persuasiveness and influence.

Content

Learn from native speaker and expert!

Persuasion
- Building credibility.
- Creating rapport.
- Understanding different personalities and persuasion styles.
- Persuasion triggers.
- Non verbal persuasive techniques.
- The role of emotion in decision making.

Influence
- Framing your argument to influence outcome.
- Influence through information.
- Types of questioning and influence.
- Increasing your sphere of influence.
- Overcoming resistance.

Language and comprehensibility
- Communicating information sustainably and sensibly.
- Improving verbal expression.
- Rhetorical devices.
- Using the language of persuasion.

Knockout presentations
- Knockout opening and closings.
- Signposting and structure.
- Rhetorical devices.
- The power of voice and performance.

Online Learning Platform

Once you have registered, you will be able to access your online learning platform, including extra materials for consolidating what you have learned.

Your benefits

You will
- learn the essentials of persuasion and influence,
- develop your ability to persuade and convince,
- become more effective when speaking and presenting,
- learn how to adapt your message to different communication styles,
- become more calm, confident and poised,
- win your audience over with non-verbal communication,

- learn important English vocabulary needed to persuade effectively.

Methods

Short presentations, discussions, pair and group work, language input, short case studies and role plays. The emphasis in this seminar is on knowledge transfer and as much practice as possible in the two days. This is an interactive seminar.

Who should attend

Anyone who would like to learn how to effectively persuade and influence colleagues and clients to achieve business goals. It is also for managers and experts who want to represent their international firm confidently in English.

Open Badges - Show what you can do digitally too.

Open Badges are recognised, digital certificates of participation. These verifiable credentials are the current standard for integration in career networks such as LinkedIn.

With them, you digitally demonstrate the competences you possess.

After successful completion, you will receive an Open Badge from us.

Read more:
https://www.haufe-akademie.de/seminare-lehrgaenge/trending-topics/open-badges

Instructor

Jillian Anderton
M. Sc. (Master of Science) in Applied Linguistics (Oxford). Intercultural studies diploma. Trainer with over 20 years experience. Qualified systemic business coach. Over 10 years stage /theater experience in Australia and Germany. Expertise: communication, persuasion and influence, presentation, rhetoric and story telling, presence, body language, stress management, intercultural competence.

Training details

Training in English | Präsenz

2 days
max. 10 participants

Dates & locations

04.-05.06.2026
Hamburg Bergedorf
Venue
H4 Hotel

Days & Times
Thursday, 04.06.2026
9:00 am - 5:00 pm
Friday, 05.06.2026
9:00 am - 5:00 pm

03.-04.09.2026
München
Venue
Hyperion Hotel München

Days & Times
Thursday, 03.09.2026
9:00 am - 5:00 pm
Friday, 04.09.2026
9:00 am - 5:00 pm

22.-23.10.2026
Frankfurt a. M.
Venue
Adina Hotel Frankfurt Neue Oper

Days & Times
Thursday, 22.10.2026
9:00 am - 5:00 pm
Friday, 23.10.2026
9:00 am - 5:00 pm

09.-10.03.2027
Berlin
Venue
centrovital Hotel

Days & Times
Tuesday, 09.03.2027
9:00 am - 5:00 pm
Wednesday, 10.03.2027
9:00 am - 5:00 pm

Current dates and further information can be found at www.haufe-akademie.de/5657

Participation fee

€ 1.540,- excl. VAT
€ 1.832,60 incl. VAT

The stated participation fee includes a group lunch per full seminar day, refreshments during breaks and extensive course handouts. The participant must settle accommodation costs directly with the hotel. Regarding the booking of the hotel, you will find a reservation form in your online learning platform.

Your registration options

Online: www.haufe-akademie.de/5657
E-mail: anmelden@haufe-akademie.de

Book your training course quickly and easily online. Please be sure to enter the name of the participant and the full billing address with telephone number and e-mail address.

In our Questions & Answers (FAQ) section you will find all the answers to the most frequently asked questions about our training courses:
https://www.haufe-akademie.de/faqs

You can also find our detailed conditions of participation on the Internet under www.haufe-akademie.de/agb or in the overall program.
You can find the complete data protection regulations at www.haufe-akademie.de/datenschutz.