

The Power of People: Influence, Persuasion, and Impact in Leadership

Program Description:

Successful leadership goes beyond titles and technical expertise—it's about the ability to influence others, persuade with purpose, and create lasting impact. In this engaging and interactive session, HR professionals and organizational leaders will explore how to harness the psychology of influence to inspire action, foster collaboration, and lead more effectively.

Learn how to communicate in ways that resonate, gain buy-in across all levels of your organization, and cultivate a presence that moves people toward shared goals. Whether you're managing change, encouraging compliance, or driving cultural transformation, this session equips you with the tools to lead with greater clarity, confidence, and connection.

Learning Objectives:

By the end of this session, participants will be able to:

1. **Differentiate between influence and persuasion** and understand their ethical applications in leadership and workplace communication.
2. **Apply practical influence techniques** to enhance employee engagement, improve collaboration, and lead more effectively.
3. **Identify common barriers to influence** and learn strategies to overcome resistance and navigate challenging conversations.
4. **Strengthen leadership presence** by using verbal and non-verbal communication to build trust and credibility.
5. **Leverage influence to drive positive outcomes** in change management, policy implementation, and team development.