



## NATIONAL PRODUCTIVITY COUNCIL

Presents Webinar on

# Persuasion or Influence?

on 30 November 2020, 11:00-13:00 hrs

From an early age we all spend a lot of time trying to get other people to see things from our point of view, trying to influence the way that they act or persuading them to take our preferred course of action. Those who have this skill understand how human behavior affects the way that their colleagues, they themselves, respond to the wide range of situations we encounter in the office and in everyday life.

At the end of this program participants will be able to take a relaxed and conversational approach to the process of influence and persuasion within a proven framework of simple principles.

**Webinar Coverage:-**Participants will be able to understand the Importance of Persuasion & Influence for a Leader. Understand the difference between Persuasion & Influence. Understand basic techniques of persuasion and understand how it affects our decision process.

### Speaker:

Dr. Shreya Govind,  
Behavioral Trainer

### Registration Fee:

Rs. 590/- including  
GST per Participant

### Please Visit for Registration:

[https://www.npcin  
dia.gov.in/NPC/Us  
er/webinarpage](https://www.npcindia.gov.in/NPC/Us<br/>er/webinarpage)

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★ Participants will be provided E-certificate towards Participation.