



Webinar Title: **Persuasion or Influence?**

Registration Fee (including GST):- **590/-** (*e-participation certificate will be provided*)

Expert Speaker– **Dr. Shreya Govind**, Behavioural trainer

Webinar Date:17-8-2020 | **Duration:** 2 Hr (from 11 am to 1 pm)

About Webinar: - 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 behaviour affects the way that their colleagues, and they themselves, respond to the wide range of situations we encounter in the office and in everyday life.

At the end of this programme 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 Profile: Shreya is a Behavioural trainer, POSH. Trainer, HR Consultant and has magnetic skills to influence people. Shreya is management professional and has 14+ years of experience in HR & L& D. She was always inclined towards working and shaping human resource. As a trainer and facilitator, she infuses her trainings with sincerity, dynamism and humour, spurring learners to go the distance in realising their truest best selves.



Register to learn:

- Understand Persuasion & Influence
- Difference Between Persuasion & Influence
- Outcomes of Influence
- Basic Techniques of Persuasion
- How Techniques affect our decision process

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