

Title	Skill Element 1	Influencing Others
Intro	Why is this skill element important?	In order to grow and progress in our career we need to acquire a number of skills that help us not only work with others but bring them round to our way of thinking. One of the most important skills on this list is the ability to influence those around us
	Learning outcomes	<ul style="list-style-type: none">• Understand the ground rules and what matters most when persuading others• Learn how to deploy the main influencing strategies available to us
	Content agenda	<ol style="list-style-type: none">1. Understanding Influence2. Positional Appeals3. Personal Appeals
Body	Understanding the challenge/issue	We are often limited in our tactics when trying to influence those around us and tend to rely on what we've picked up and copied from others. I.e., Positional appeals that often damage relationships.
	Insight	If we can broaden our range of tactics to include Personal Appeals, we significantly increase our chances of success
	Experience	Breakout case studies looking at how we can use Caildini's principles of persuasion
	Apply & reflect	Guiding discussion and group share on we might be able to use these principles to help us in our role at work
Wrap	Next steps/transfer	Using the techniques to plan and execute strategic influencing appeals.