



ENHANCING PERSUASIVE AND INFLUENCING SKILLS TRAINING



MTBM Group Sdn. Bhd. (1600656-M)

Level 8, MCT Tower, Sky Park, One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor

Course Title: Enhancing Persuasive and Influencing Skills Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training provides participants with practical techniques to enhance their ability to persuade, influence and communicate with impact in various workplace situations. It focuses on behavioural psychology, persuasive communication frameworks, credibility building and audience-focused messaging. Through hands-on activities, real-case discussions and practice sessions, participants will develop the confidence and strategic capability to influence decisions, gain buy-in and drive positive outcomes in their roles.

OBJECTIVE(S):

- Strengthen persuasive communication and influencing techniques.
- Understand behavioural triggers that affect decision-making.
- Build credibility, trust and rapport with stakeholders.
- Structure messages that inspire buy-in and alignment.
- Influence decisions through strategic communication.
- Manage objections and resistance effectively.
- Apply emotional intelligence in influencing situations.
- Develop confidence when presenting ideas or proposals.

TARGET GROUP(S):

- Managers and executives
- Supervisors and team leaders
- Sales, marketing and customer-facing teams
- HR and administrative staff
- Project managers and coordinators
- Anyone who must influence others at work

ENTRY REQUIREMENT(S):

- Able to read, write and communicate verbally in Malay/English

TOPIC(S):

1. Fundamentals of Persuasion and Influence
2. Understanding Behaviour, Emotions and Decision-Making
3. Building Trust, Credibility and Professional Presence
4. Persuasive Communication Techniques and Message Structuring
5. Handling Resistance, Objections and Difficult Audiences
6. Influencing Without Authority and Stakeholder Management
7. Emotional Intelligence for Influence and Relationship Building
8. Practical Application Through Role-Play and Real Workplace Scenarios

LIST OF REFERENCE BOOK(S):

- Persuasion and influence strategy guides
- Communication and behavioural psychology references
- Leadership and interpersonal effectiveness materials

LIST OF TEACHING AID(S):

- LCD projector
- Computer
- Whiteboard with accessories
- Flip chart with accessories
- Influence models and communication worksheets

METHODOLOGY(S):

- Lecture
- Case studies
- Group discussions
- Role-play and simulation
- Practical persuasion exercises

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 10:15 am	Topic 1: Fundamentals of Persuasion and Influence
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 2: Understanding Behaviour and Decision Drivers
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 3: Building Trust, Credibility and Presence
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 4: Persuasive Communication and Message Framing

TRAINING SCHEDULE

Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 10:15 am	Topic 5: Handling Resistance and Difficult Audiences
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 6: Influencing Without Authority and Stakeholder Management
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 7: Emotional Intelligence for Influence
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 8: Role-Play and Workplace Application Workshop