

ACHIEVING GOALS & COMMITMENTS



AT A GLANCE:

Course length: 15-20 mins

Video length: 2-3 mins

Languages: English, Chinese

Influencing Collection

Principles of persuasion.

What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

ABOUT THIS COURSE

Goals and targets are much easier to achieve if they motivate us and we are committed to achieving them. In this course we will learn how to increase goal commitment, how to set targets which keep people engaged, and where to keep our attention as we track our progress.

KEY INSIGHTS

- **Focus on the Small Number** - People are more motivated to complete a task when they get feedback that focuses on small rather than large numbers.
- **People Live up to What They Write Down** - It's human nature to want to live up to the commitments we make, but it's still hard!
- **Use Ranges to Motivate People** - When pursuing goals people tend to focus on two things: achievability and challenge.

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WHO AND WHY

Principles of persuasion for anyone who needs to influence at work.

BEING A 'PEOPLE PERSON'



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We like to work with people who are nice to us and make us feel good - and we try to live up to their expectations. In this course, find out how positive labelling can give people a boost in your favour, and how being more human and personable can help to influence people.

KEY INSIGHTS

- **Be More Human** - People have a fundamental need to affiliate and connect with others. Increase your influence by using images or stories that individualize people.
- **Look For Likable Features** - Looking for genuinely likeable features and complimenting them can increase cooperation and break barriers.
- **Positive Labelling** - Research shows that assigning a trait, attitude, or other desirable label to a person can increase the chances they will behave in a way that is consistent with that label.

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HELPING HANDS



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ABOUT THIS COURSE

Help is a gift that keeps on giving: the more you give out, the more you get back. In this course we'll look at techniques to get help from others and learn how asking for help doesn't weaken your position - it boosts it!

KEY INSIGHTS

- **Ask "Who Can I Help"** - People feel more obliged to give back to people who have given them something first. Before trying to influence someone ask, "How can I help this person?"
- **Ask for Help** - Research shows that asking for help doesn't weaken your power; it actually boosts it.

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LESS IS MORE



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ABOUT THIS COURSE

When it comes to making decisions, less is more. Fewer options, potential losses, and scarcity all encourage people to take action. In this course, learn how offering less can mean more.

KEY INSIGHTS

- **Reduce Choice, Increase Influence** - People can find the decision-making process too difficult and will often disengage if they are offered too many choices.
- **The Rule of the Rare** - People want more of the things that seem less attainable. Focus on the features of your offer that are genuinely unique or rare.
- **Use Loss Not Gain to Persuade Others** - People are generally more likely to take actions to avoid losses than they are to accrue gains. Most people find it far more painful to lose £50 than they find it pleasurable to find £50.

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MAKING YOUR CASE



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ABOUT THIS COURSE

Put across your best case by letting your audience know that you are genuine, experienced, and better than the alternatives. Find out how to do all these things (and when to stop making your case!) in this course.

KEY INSIGHTS

- **Admit Your Weakness** - Demonstrate trustworthiness by acknowledging a small weakness in your proposal.
- **Always Ask... "Compared to What?"** - People rely on comparisons to determine how attractive an option is.
- **Get Introduced** - The way you're introduced often matters more than the idea you are introducing.
- **Three Charms; but Four Alarms** - If you don't have enough arguments to support your case you risk coming across as half-hearted.

“Video Arts content is fun, engaging and delivers on our learning objectives, we'd be crazy not to use it!”
Evans Cycles

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NEGOTIATING - TYING THE KNOT



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ABOUT THIS COURSE

Whether in business or in romance, the principles of negotiation are the same. Each party wants the best outcome for themselves, but the best deal is one that both sides are happy with.

KEY INSIGHTS

- **See Saws and Trade Offs** - When you start your negotiation, pitch high. When you're hearing terms, don't agree to separate parts.
- **The Groundwork** - When you're negotiating, don't assume, ask. If you have a bottom line conflict, then look for variables. Before you make a proposal – get the whole list.
- **When Things Go Wrong** - As negotiations come to fruition, avoid threats and ultimatums. You're not looking to win, you're looking for a fair deal for both sides.

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ABOUT THIS COURSE

When it comes to getting what you want, it's not always as easy as just asking for it. If what you want is counter to someone else's needs then follow these techniques to make your offer more attractive in a negotiation.

KEY INSIGHTS

- **Making the First Move** - All else being equal, those who make the opening offer in a negotiation end up with a better outcome than those who wait.
- **The Home team Advantage** - Negotiating in familiar surroundings can boost your confidence. But negotiating in unfamiliar surroundings (like your opponent's office) can reduce it.
- **Turning 'No' into 'Yes'** - People are more likely to say 'Yes' to a smaller request immediately after they have said 'No' to a larger one. Make sure your first request is realistic.

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USING SIMILARITY



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At some level we all want to belong to a group, and we can use this to influence and steer people's choices. This course will show you how similarity can breed contentment in our decisions when we see others doing the same thing, and how being and acting the same can help build rapport and trust.

KEY INSIGHTS

- **Highlight Similarities First** - People prefer to be persuaded by people who are like them and who do like them.
- **Influence Through Others** - When people are unsure what to do they look to those around them to guide their decisions.
- **Use the Same Language** - Demonstrate greater understanding by using the same words that the person you want to influence uses.

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