

## Secrets of Influencing: *influence your audience with integrity*

Is there anything more frustrating than to have your ideas and proposals not accepted when they are of the highest quality? We are all susceptible to cognitive biases, which can affect our judgement of even the best constructed, well researched and factually sound proposals, cases and ideas.

,Secrets of influencing' gives participants a toolbox of simple, but powerful skills based on the science of influencing. These help address the subconscious areas of human emotions and thinking that influence our audiences' reactions to and decisions about us and our work.

Influencing with integrity is vital for the success of an organisation and this is a key focus of this workshop.