

EVERYTHING ABOUT

The Influential Communication Programme

IN SHORT

Learn to communicate effectively and truly focus on the other



How are you perceived by others? Is the behaviour you use to communicate effective? Although you are an expert in your field, are your knowledge and skills alone always enough to get you where you want to go? An effective collaboration requires more than that!

The Influential Communication programme is a powerful programme, in which you will learn to look beyond your immediate interests and goals. Your individual style of communication is the main focus of the programme. How do you recognize the signals that require you to shift focus in a conversation? How do others perceive you and the delivery of your message? What are the strengths and weaknesses in your communicational behaviour? And how do you truly connect to a conversational partner beyond facts and argumentation?

- ✓ Look beyond your immediate goals
- ✓ Improve your individual style of communication
- ✓ Truly connect to a conversational partner

INSIDE THE PROGRAMME

Combination of proven theory and lots of practise



More successful communication

You will learn how you can become more aware of and more successful in your communication with others. With these basic principles of communication, you will achieve your goals much quicker and more effectively!

Focus on the other party

In this programme you will experience what happens when you let go of your own goals and instead focus all your attention on your conversational partner.

Model of Influential Communication

You will use the unique Influence Model® on Influence style level to learn more on the stakes, needs, attentiveness and experience at play during conversations.

RESULT FOR YOU

Ready for a life of influence



After successfully completing the programme, the fundamentals of effective communication no longer hold any mystery for you. Indeed, you are much more aware of the effect of different communication behaviours, which enables you to anticipate a variety of situations and conversational partners.

- ✓ You have gained insights into your own communication behaviour and are able to recognise your strengths and weaknesses.
- ✓ You know how to communicate beyond your immediate objectives and factual knowledge.
- ✓ You can shift your communication style to what the situation requires: your ability to connect with your conversational partner is enhanced.
- ✓ You will learn the basics of the The Influence Model®; level 1 - Influence Energy and level 2 - Influence Style.

FOR WHOM

Learn with and from other professionals

You want to develop yourself in your current role, or have the ambition to grow further. As far as facts and knowledge go, you are a real expert in your field. But you have found that you need more than expertise to truly get your thoughts and ideas across. In this programme, you will learn what communication is truly about!

For professionals wanting to grow as skilled communicators





“Intensive training with many valuable tools”

“The training helps you understand how communication can be used to build bridges but also to pause unproductive conversations to prevent irritation.”

- Tom van Dijk
Logistics Specialist
Returns

“It shows you how you respond and can react, creating a different dynamic in conversations and allowing you to value each other.”

- Leon Green,
Risk Specialist

“Intensive training, with many valuable tools. Ends in a very effective case with training actor in which you put what you have learned into practice.”

- Martin Garcia,
Strategic Policy Advisor
Communications

ABOUT US

We are The Influence Company

TIC is the sole licensor for this programme and the Influence Model® for the EMEA Region. With TIC and our partner licensors in the US and in Asia, we are able to improve positive influencing skills around the world.

Next to this programme we deliver the Positive Power and Influence Programme®. This programme has been running for more than 40 years. Over 300,000 people have participated in this effective programme, and more people are enrolling still, every day.

Our aim is to develop positive influencing skills in as many people as possible.

Our Positive Power and Influence Programme® has been running for more than 40 years. Over 300,000 people have participated in this effective programme, and more people are enrolling still, every day.

- **Why?** Influential people have more impact on others in a positive way.
- **How?** By enriching our expertise and sharing it with everyone, for them to discover, learn and use the power of positive influence.
- **What?** Using blended training programmes, digital performance tools and sharing knowledge via social media.

It's rather noteworthy, being officially renowned

Not only do we want the best for you, we want the best for our organisation. For years, we've been acknowledged by a diverse range of institutions. The examinations necessary for these acknowledgements keep us sharp in running our business.

[Read more about our certificates](#)