Anatomy of persuasive conversations

Synopsis

This suite of sessions offers practical tools and techniques for both decision-making and persuasion. It embraces both established and new ideas from the science on decision-making – including behavioural psychology, cognitive psychology, and evolutionary biology – to help you master the art of persuading others to act or think as we prefer.

Format

Face to face	Workshops with law firm scenarios (1 ½ hours - 6 hours options available).
E-Learning	Short online modules with demonstrations, interactive exercises and theory.
Blended	Combined approach with e-learning and face to face sessions.
Bespoke	Contact us to discuss your requirements.
PSC / SQE2	Contact us to discuss your requirements.

Delegates

Courses available for all professional and administrative staff

Outcomes

As a result of attending this course, you will

- know how to improve relationships in order to improve your ability to persuade
- understand the inherent cognition of the decision maker
- help decision maker navigate the process of deciding

Content

Stream 1 – Relationship

The success of a persuasive conversation depends significantly on the quality of the relationship between those involved. The quality of the message and the level of trust in the messenger are intertwined, so that building trust and confidence are critical to being effective. This stream looks at how to improve the relationship and lower resistance to being persuaded.

Stream 2 – Cognition

Your arguments will be more persuasive if you understand how a decision maker thinks. So this stream looks at the unspoken and invisible processes of the mind which influence them. By understanding their system of thinking and the (perhaps unexpected) strengths and vulnerabilities of their cognition, you can significantly improve your ability to influence them.

Stream 3 – Process

Some decision makers (like Judges) tend to follow a pre-determined process. Others are free to determine what factors to consider. This stream looks at the visible part of the decision-making process and the external pressures on it. How do the law, regulation, corporate policy etc influence the process? How does the way in which a decision is delivered influence the decision itself?