

**Soft-Train**



*At Soft-Train  
Technology Works*

# Expanding Your Influence (2 Days)

**COURSE GOAL:** The student will have a better understanding into the ability to persuade individuals to accomplish a particular objective

**PREREQUISITES:** None

**LEARNING OBJECTIVES:**

Upon completion of this course the student will be able to:

- Understand the psychology behind persuasion
- Learn Tactics to protect themselves from unethical behavior

**KEY TOPICS:**

**I. The Power of Persuasion**

**II. The 12 Universal Laws of Power Persuasion**

**III. Law of Dissonance**

- A. Internal Pressure is the Secret

**IV. Law of Obligation**

- A. How to get anyone to do a favor for you.

**V. Law of Connectivity**

- A. Contagious Cooperation

**VI. Law of Social Validation**

- A. The Art of Social Pressure

**VII. Law of Scarcity**

- A. Get anyone to take immediate action

**VIII. Law of Verbal Packaging**

- A. The leverage of language

**IX. Law of Contrast**

- A. How to create extra value

**X. Law of Expectations**

- A. The impact of suggestion

**XI. Law of Involvement**

- A. Create and Awaken Curiosity

**XII. Law of Esteem**

- A. How Praise Releases Energy

**XIII. Law of Association**  
A. Create the Climate

**XIV. Law of Balance**  
A. Logical Mind vs.  
Emotional Heart

**XV. Your Pre-Persuasion**