

# Persuasive Communication & Professional Influence

## Best For

This program is ideal for:

Early to mid-career professionals

Individual contributors

New team leads

Client-facing professionals

Professionals working in cross-functional and leadership-track environments

## Delivery Style

The learning experience is highly practical, skill-oriented, and focused on building real workplace influence, credibility, and persuasive communication confidence.

## Outcome Level

Participants develop stronger persuasive communication ability, improved professional influence, higher workplace credibility, and greater confidence in managing conversations and stakeholder relationships.

## Program Positioning

Persuasive communication is no longer just a communication skill—it is a career-critical leadership capability. This program is designed for professionals who want to improve how they influence, persuade, and build agreement through everyday workplace communication, including meetings, discussions, proposals, feedback, and stakeholder conversations.

The program strengthens core persuasive communication skills, builds professional influence, and helps eliminate common habits that weaken credibility, clarity, and trust at work.

This program is particularly valuable for professionals transitioning into:

Client-facing responsibilities

Stakeholder management roles

Team leadership and coordination roles

High-visibility project environments



Well suited for professionals with 0–8 years of experience

✓ Ideal for those preparing for client-facing, leadership, or influence-driven responsibilities

## LEARNING STRUCTURE (8 HOURS)

Delivery-Neutral Format

## **Block 1 — Foundations of Persuasive Communication & Influence**

This session establishes a strong professional foundation by helping learners understand what persuasive communication and professional influence truly mean in modern workplaces. It highlights the difference between authority-based control and influence built through credibility and trust.

Participants explore:

- What influence means in the workplace
- Difference between persuasion and manipulation
- How credibility, consistency, and behavior shape influence
- How weak influence leads to resistance and breakdowns

✔ Outcome: Strong foundation in persuasive communication and workplace influence awareness.

## **Block 2 — Trust, Credibility & Professional Image**

This session focuses on the role of trust and credibility in building long-term professional influence. Participants learn how daily actions directly impact professional reputation.

Participants learn how to:

- Build trust through consistency and responsibility
- Strengthen credibility through reliability and work quality
- Avoid behaviors that weaken professional image
- Maintain a strong and dependable professional reputation

✔ Outcome: Stronger trust, credibility, and professional image.

## **Block 3 — Structuring Persuasive Workplace Dialogue**

This block focuses on strengthening how professionals structure persuasive conversations. It helps participants communicate ideas with clarity, logic, and confidence.

Participants also learn to:

- Present ideas in a structured and convincing way
- Use logic and reasoning in persuasive dialogue
- Balance confidence with professionalism
- Influence discussions without sounding aggressive

✔ Outcome: Improved clarity, confidence, and persuasive communication effectiveness.

## **Block 4 — Influencing Without Formal Authority**

This session develops the ability to influence decisions, actions, and outcomes without position-based power. Participants learn how to gain cooperation through preparation, credibility, and

communication.

Participants learn how to:

- Influence through facts, clarity, and logic
- Gain buy-in from peers and seniors
- Handle resistance professionally
- Build cooperation without conflict

✔ Outcome: Greater confidence in influencing without formal authority.

## **Block 5 — Handling Resistance, Objections & Pushback**

This session builds the ability to manage resistance and objections calmly and professionally.

Participants learn how to remain composed and persuasive even during challenging conversations.

Participants learn how to:

- Stay calm during resistance and disagreement
- Handle objections without defensiveness
- Respond to pushback with professionalism
- Turn resistance into constructive dialogue

✔ Outcome: Stronger confidence in handling objections and difficult conversations.

## **Block 6 — Ethical Persuasion & Professional Integrity**

This session introduces the importance of ethical influence and professional integrity. Participants learn how persuasion must always be balanced with honesty, responsibility, and respect.

Participants learn how to:

- Practice ethical persuasion
- Avoid manipulation and pressure tactics
- Maintain trust while influencing
- Protect long-term professional relationships

✔ Outcome: Responsible, ethical, and trust-based persuasive communication.

## **Block 7 — Influence in Meetings, Negotiations & Presentations**

This session builds confidence in applying persuasive communication in formal professional settings.

It covers:

- Influencing during meetings and discussions
- Persuasive communication in presentations
- Managing different viewpoints professionally
- Maintaining credibility under questioning and challenge

- ✔ Outcome: Stronger influence and presence in professional meetings and presentations.

## Block 8 — Personal Influence Strategy & Workplace Impact

The final session focuses on building a sustainable personal influence strategy. Participants learn how to:

- Assess their current influence style
- Identify strengths and gaps
- Strengthen daily influence habits
- Create a 30-day personal influence development plan

- ✔ Outcome: Long-term influence growth, stronger credibility, and career readiness.

### ✔ What You Will Walk Away With

Participants complete the program with:

Stronger persuasive communication ability

Improved professional influence

Higher workplace credibility and trust

Greater confidence in stakeholder conversations

Reduced resistance and communication conflict

A clear personal influence improvement plan

A Knowledge Que Course Completion Certificate (8 PDUs)

### ✔ Certification (Delivery-Neutral & Legally Safe)

On successful completion of the program, learners receive:

Knowledge Que – Course Completion Certificate

Recognition of 8 Professional Development Units (PDUs)

A digital certificate suitable for:

LinkedIn

Resume & Portfolio

Professional Profiles

Issued by Knowledge Que – Powered by Experts

### ✔ Why Knowledge Que

Expert-led, practical training

Real-world workplace scenarios

Skill-focused learning with immediate application

Programs designed specifically for modern professionals

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