



Institute for Management & Innovation
UNIVERSITY OF TORONTO
MISSISSAUGA

IMix Course Overview

Title: Influence & Persuasion for Aspiring Leaders

Length: 1 day

Rationale/purpose of the course:

- What does the course/module seek to achieve?
 - With this hands-on course, you will be able to understand and practice your persuasion and influence skills through activities and on-the-spot feedback from our expert instructor.

- Why is the course important?
 - This course is entirely dedicated to exploring the science behind human influence and persuasion in organizations, using the extensive and consistent body of knowledge from psychology, sociology and business literature. Leadership requires 360-degree influence with team members, peers and superiors the challenges of creating buy-in to ideas and projects are many.

- Who should attend?
 - Professionals aspiring leadership positions in businesses, social & not-for-profit organizations and additional settings where the need to influence and persuade your team members, peers, and superiors is essential.

Instructor: Rafael Chiuzi, Assistant Professor, Organizational Behavior and HR Management and consultant

Issues/Topics to be covered:

- Foundations of Persuasion and Influence
- Psychology of Persuasion: the science of it
- Understanding your style of persuasion
- Communication styles: assessing your audience
- Crafting persuasive messages
- The persuasive feedback

Modes of instruction:

- Discussion
- Case studies
- Interactive Sessions