# Effective Influencing Skills

During this course you will learn to increase your influence in a natural way, creating goodwill using strengths while respecting others.

Our behaviour and style of communication determine the extent of our influence over others. But are you aware of your style? Are you able to adapt your style to the situation and your interlocutor? And how can you increase your influence?

During this course you will learn to increase your influence in a natural way, creating goodwill using your strengths while respecting others. This helps to get people on board, gain trust, put your ideas across clearly and motivate others.

## Features

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|---|---|
| **Study duration** | 1 month |
| **Investment** | €1,595.- |
| **Number of locations** | 17 |

## Unique benefits

- ✓ Learn with and from each other in a small group setting
- ✓ Train with a highly experienced behaviour and communication expert
- ✓ Personal plan of action provides a long term effect

## Result

- ✓ You are aware of your own style and its effect on others
- ✓ You discover other styles to develop
- ✓ You learn what sort of behaviour certain situations call for
- ✓ You learn how to create goodwill in a natural way
- ✓ You can inspire and motivate the people around you
- ✓ You can achieve more with less effort
- ✓ You increase your influence on others
- ✓ You increase your effectiveness in your occupation and organisation

## Target audience

This course is suitable for anyone who wants to increase their influence on others.

Want to know if this is a match? Fill in a personal intake.

## Programme

- Characteristics of effective influencing
- Important aspects of effective influencing
- Types of influencing styles
- Conscious and subconscious influencing
- Perception and experience
- Your influence on your surroundings
- Verbal and non-verbal skills
- You preferred style and its effects
- Freely switching between different styles
- Inspiring and motivating others
- Real life situations and examples
- Personal plan of action

## Study method

### Online intake

Before the course you will gain access to the interactive learning environment of ICM. Here you will fill in an online intake form in which you answer a number of questions to ascertain your personal learning goals. This way you are optimally prepared for the course.

### Practical meetings

Your learning goals are central to the meetings. By using questionnaires, exercises and directed feedback, this course is well adapted to real life situations. During the meetings there is extra opportunity for practice-oriented learning.

### Personal action plan

At the end of the training you will draw up a personal plan of action which will help you bring in to practice everything you have learned. Even when the course has ended you will still have unlimited access to the ICM learning environment.

### ICM-certificate

After completing the course, you will receive your ICM certificate.

## Locations & date

The course times are 9.30 to 17.00, comprised of 3 meetings. This course can also be followed completely online via the virtual classroom.

The training is provided in Alkmaar, Amsterdam, Apeldoorn, Arnhem, Breda, Den Bosch, Den Haag, Eindhoven, Enschede, Groningen, Heerenveen, Maastricht, Online Virtual Classroom, Roermond, Rotterdam, Utrecht and Zwolle.

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|---|---|---|---|
| **Nov 2026** | We 11-11 | We 25-11 | We 09-12 |
| **Jan 2027** | Mo 04-01 | Mo 18-01 | Mo 01-02 |
| **Apr 2027** | We 21-04 | We 12-05 | We 26-05 |
| **Sep 2027** | Mo 06-09 | Mo 20-09 | Mo 04-10 |
| **Nov 2027** | We 03-11 | We 17-11 | We 01-12 |
| **Jan 2028** | Mo 10-01 | Mo 24-01 | Mo 07-02 |
| **Apr 2028** | We 12-04 | We 26-04 | We 17-05 |

## Investment

The investment is €1,595.-.

This excludes € 57.50 per day for the day arrangement or € 25.00 per evening for the evening arrangement. For online meetings we do not charge arrangements fees.

### VAT

The total investment is excl. VAT. Exemption from VAT is possible. In that case you pay 10% on top of the investment price.

More information

### Financing

There are various options for subsidies for both employers and private individuals to follow a training.

More information

### Possibilities for your employer

Many employers have a training budget that allows employees tot develop and grow in their career. You can find out what the options are within your organization by checking your terms of employment or by checking with your manager or HR.

### Invoice

The invoice for this course will be sent after the first meeting. If you would like to receive it beforehand, you can mention this in the comment section of your enrolment form.

## Study method Virtual Classroom

When you attend this course in the Virtual Classroom, this study method applies.

ICM is a CEDEO-certified training institute and therefore also provides credits and hours for Permanent Education. Check if your professional association acknowledges this course for the yearly required PE points. If they don't, please contact our study advisors on +31 (0) 30 – 29 19 888 or e-mail: info@icm.nl.

## Incompany

ICM also offers this course incompany, tailor-made for your organisation.

## Advice

For more information and registration look at:

https://www.icm.nl/opleidingen-en-trainingen/persoonlijke-effectiviteit/effective-influencing-skills/

Or call 030 – 29 19 888 for a personal study advise