

# Influencing fundamentals



Influencing: the power to have an effect on people or things, to affect or change how someone or something develops. Who wouldn't like to have the ability to influence others? In this pathway we'll explore how to improve your influencing skills, learn the laws of influence and discover the common traits of influential people. You will learn the difference between persuading, influencing, manipulating and negotiating and how important is to master these skills when interacting with your customers and colleagues.

**Improving your business communications and understanding how to positively use your influence is key to building trusted relationships.**

- Explain why being a good influencer is a positive skill
- Define your goal and negotiating range
- Identify the optimum time to use influencing skills
- Describe the environment in which influencing skills will be most effective
- Practice five core influencing skills

To help individuals and workplaces upskill and expand their capabilities to thrive in this environment, the Suncorp Learning Campus provides online access to thousands of training resources, sourced from the best content providers in the world.



Helping you improve your ability to influence others and achieve both business and personal goals

### 10 Minutes Influencing Skills

by Learning Planet  
(10 minutes)

**Course overview:** In this 10 minute video, we explain how to improve your influencing skills. You will learn the six laws of influence, seven traits of influential people as well as the difference between persuading, manipulation and negotiating. There is a workbook for this video.

### Influencing Skills

by Skills Hub  
(6 minutes)

**Course overview:** Influence or persuasion is a very powerful skill in terms of communication. This course will show you how to influence people to achieve bigger things in your role. You will learn how to influence people, why influencing people is so important and why persuasion should be honest, truthful and aimed towards common goals.

### Influencing Skills Part 1

by Mind Channel  
(2 minutes)

**Course overview:** We all attempt to influence others on a daily basis. In fact our ability to do so relates to our ability to achieve results. Learn how to influence others more quickly and easily plus how to use influence to achieve positive results.

### Influencing Skills Part 2

by Mind Channel  
(2 minutes)

**Course overview:** We all attempt to influence others on a daily basis. In fact our ability to do so relates to our ability to achieve results. Learn how to influence others more quickly and easily plus how to use influence to achieve positive results.

### Influencing Skills

by 100% Effective  
(57 minutes)

**Course overview:** This course explores the art of influencing and will teach you how to understand others and communicate effectively in order to gain support. Learning from effective influencers and reflecting on your own strengths and weaknesses, the course will help you become a confident and successful influencer.

### Understand and Improve Your Influencing Skills

by Walkgrove Admin  
(18 minutes)

**Course overview:** Start to influence discussions and decisions. Want to bring one or more people around to your way of thinking? Take this topic to learn how to do the groundwork and pick your moment.

### Lead By Example: Influencing Without Authority

by Biz Library  
(15 minutes)

**Course overview:** This video lesson discusses influencing others in the context of both asking for help and shaping a decision.

### Pitching and Influencing

by Biz Library  
(12 minutes)

**Course overview:** Explore the difference and connection between pitching and influencing through this case study.

### Communication, Influence & Teams

by Filtered AI  
(30 minutes)

**Course overview:** Businesses operate in an age of unprecedented speed and complexity. In this exciting but challenging environment, businesspeople are increasingly busy, stressed and rushed. Communication, influence and teamwork is becoming more important, but increasingly strained so your ability to influence others is critical.