



Influencing Skills for Insurance Brokers

 2 Hours



Learning Objectives

- + How to influence others more successfully
- + How can I apply my influencing skills during business activities
- + How can I recognize when to use persuasion or influencing techniques
- + Which communication techniques are there to grow influencing skills
- + How can I create meaningful and long-term connections with stakeholders



Learning Tools

- + Videos
- + Stories
- + Real life work scenarios
- + Group exercises
- + Self assessment
- + Infographics



Your Takeaways

- + Learn and apply different influencing techniques
- + Tool and tips to become a real influential insurance broker
- + Understand context factors that impact influencing strategy

Learning Modules

- + Understand the difference between persuasion and influencing.
- + Understand and apply the psychology of persuasion.
- + Know how to focus on influencing key behaviors to create results.
- + Have a more thorough goal orientation to influence others and self.
- + Know how to use credibility, communication, connections and currencies (reciprocity) to become an effective influencer.
- + Be able to analyze context factors to determine the best influencing strategy.
- + The importance of “Currencies” for insurance broker
- + Learn from your colleagues the project they have been working on and how they applied some of the learned material to improve their performance.
- + Work on your own influence challenge.