



Ethical Persuasive Communication and Influence Training Course

28 June – 2 July 2027
Casablanca

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Ref: 730_155663 **Date:** 28 June – 2 July 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Ethical Persuasive Communication and Influence Training Course is a five-day professional course for managers, professionals, sales teams, project leads, and stakeholder-facing staff who leave with a Stakeholder Influence and Persuasive Communication Plan. Participants analyze audiences, frame messages, establish credibility, use evidence and stories, ask questions, handle objections, negotiate, and define responsible next steps. The course separates influence from manipulation through transparency and mutual benefit. Agile Leaders Training Center develops ethical persuasive communication.

Who Should Attend

- Managers responsible for securing support across functions
- Professionals responsible for proposals and decision conversations
- Sales teams responsible for needs, objections, and agreements
- Project leads responsible for stakeholder alignment
- Staff responsible for influencing without formal authority

The course assumes participants conduct workplace conversations and leaves out manipulation, political campaigning, executive leadership, and specialist public-speaking technique.

Departments and Industries

The course supports departments and industries where decisions depend on evidence, trust, and stakeholder alignment.

- Projects, operations, and change teams
- Sales, account management, and customer solutions
- Healthcare, education, and professional services
- Technology, banking, and manufacturing
- Procurement, human resources, and internal communications

Learning Objectives

By the end of this course, participants will be able to:



- Analyze audience interests, concerns, and decision criteria
- Build credible messages using claims and evidence
- Apply framing, questioning, and listening methods
- Use stories without weakening factual support
- Evaluate objections and negotiation options
- Build an ethical stakeholder influence plan

Course Agenda

Day 1: Ethical Influence Foundations

- Influence and Manipulation Boundary Checklist
- Mutual-Benefit Outcome Statement
- Credibility Source Inventory
- Persuasion Purpose and Risk Canvas
- Responsible Influence Decision Test

Day 2: Audience and Message Design

- Stakeholder Power-Interest Map
- Audience Concern and Motivation Profile
- Decision-Criteria Analysis Table
- Claim-Evidence-Relevance Message Frame
- Purposeful Framing Comparison Sheet

Day 3: Dialogue and Story Use

- Active Listening Response Loop
- Diagnostic Question Funnel
- Perspective Summary Technique
- Evidence-to-Story Selection Matrix
- Credible Narrative Structure

Day 4: Objections and Negotiation

- Objection Type and Cause Grid
- Acknowledge-Clarify-Respond Method
- Interest and Position Separation Map
- Option and Trade Evaluation Table
- Agreement and Next-Step Record



Day 5: Persuasive Communication Practice

- Exercise: Diagnose a Stakeholder Audience
- Exercise: Frame a Claim with Credible Evidence
- Exercise: Respond to Resistance through Questions
- Exercise: Negotiate a Responsible Next Step
- Capstone: Stakeholder Influence and Persuasive Communication Plan

Practical Exercises

The course uses suggested activities from projects, sales, healthcare, and technology settings.

- Suggested activity: map a stakeholder's interests, concerns, power, and decision criteria.
- Suggested activity: construct a claim using evidence and an audience-relevant frame.
- Suggested activity: test whether a story clarifies or distracts from the underlying facts.
- Suggested activity: handle an objection and record a mutually acceptable next step.

FAQs

Who suits ethical persuasive communication training, and what does it assume?

Managers, professionals, sales teams, project leads, and stakeholder-facing staff suit the training; it assumes experience with routine workplace conversations and decisions.

How does ethical persuasive communication differ from presentation skills training?

Ethical persuasive communication focuses on audience interests, dialogue, evidence, objections, negotiation, and decisions, while presentation skills training concentrates on delivering information to a group.

What makes persuasive workplace communication ethical?

Persuasive workplace communication is ethical when the purpose is transparent, evidence is represented accurately, autonomy is respected, material concerns are addressed, and the proposed next step allows informed choice.

How should evidence and storytelling be balanced in persuasive communication?

Evidence should carry the claim, while storytelling should clarify context or consequence; a story should not disguise weak facts or replace information needed for a decision.



Conclusion

Participants take back a Stakeholder Influence and Persuasive Communication Plan containing audience profiles, message frames, evidence choices, questions, objection responses, negotiation options, and next steps. It changes improvised influence attempts into prepared conversations with ethical boundaries. The plan supports workplace decisions while preserving transparency, autonomy, and professional relationships.