

Training Course in Persuasion: How to Win Every Argument

18 – 22 January 2027
Paris

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Training Center

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Training Course in Persuasion: How to Win Every Argument

Ref: 36384_28496 **Date:** 18 – 22 January 2027 **Location:** Paris **Fees:** 5700 Euro

Course Overview:

This course equips participants with effective methods for persuasion, debate, and critical thinking. It focuses on constructing strong arguments while avoiding logical fallacies. Participants will enhance their skills in public speaking and persuasive communication, and learn to identify logical missteps. Ideal for professionals looking to influence decisions and improve team communication.

Target Audience:

- Business professionals, managers, and team leaders
- Sales and marketing professionals
- Public speakers, advocates, and influencers
- Educators and trainers
- Lawyers, debaters, and negotiators

Targeted Organizational Departments:

- Sales and Marketing
- Leadership and Management Teams
- Legal and Compliance Departments
- Human Resources and Talent Development
- Customer Relations and Conflict Resolution Teams

Targeted Industries:

- Corporate and business services
- Education and training institutions
- Legal and advocacy sectors
- Media and communication industries
- Public relations and advertising

Course Offerings:

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

- Master logical reasoning and critical thinking techniques.
- Recognize and avoid common logical fallacies.
- Build and deliver persuasive arguments with clarity and precision.
- Employ rhetorical strategies to influence decisions effectively.
- Handle debates and negotiations with confidence and professionalism.
- Identify fallacies in everyday arguments to strengthen discussions.
- Develop ethical argumentation techniques for workplace success.

Training Methodology:

This course utilizes a range of interactive and practical training methods to ensure an engaging learning experience. Participants will engage in case studies to analyze real-world argumentation examples, group discussions to practice debate techniques, and role-playing exercises to refine public speaking and negotiation skills. The program also includes workshops on identifying logical fallacies, feedback sessions for personal improvement, and practical applications of rhetorical and emotional persuasion strategies in everyday scenarios.

Course Toolbox:

Participants will receive:

- A course ebook
- Templates for building persuasive arguments and presentations
- A checklist for identifying and avoiding fallacies during debates
- Access to online resources, including sample debates and expert analyses

Course Agenda:

Day 1: Foundations of Persuasion

- **Topic 1:** Introduction to Persuasion and Argumentation
- **Topic 2:** The Role of Logical Reasoning in Winning Arguments
- **Topic 3:** Recognizing Logical Fallacies in Everyday Conversations
- **Topic 4:** Understanding the Fallacy of Abusive Analogy
- **Topic 5:** How to Use and Avoid the Fallacy of Accent
- **Topic 6:** Building Persuasive Arguments: Structure and Clarity
- **Reflection & Review:** Analyzing the Foundations of Persuasion

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Day 2: Techniques for Argumentation

- **Topic 1:** The Art of Avoiding the Fallacy of Accident
- **Topic 2:** Logical Reasoning and Conditional Arguments
- **Topic 3:** Identifying and Countering Affirming the Consequent
- **Topic 4:** Ambiguity in Arguments: The Fallacy of Amphiboly
- **Topic 5:** Using Analogies Effectively Without Falling into the Analogical Fallacy
- **Topic 6:** The Power of Simplification: Avoiding Bifurcation
- **Reflection & Review:** Key Techniques for Stronger Argumentation

Day 3: Rhetorical Mastery

- **Topic 1:** Blinding with Science: How to Spot and Counter Overuse of Jargon
- **Topic 2:** Understanding and Countering the Bogus Dilemma
- **Topic 3:** Mastering Rhetorical Strategies: The Complex Question Fallacy
- **Topic 4:** The Fallacy of Composition: How Generalizations Fail
- **Topic 5:** Concealed Quantification and Its Impact on Persuasion
- **Topic 6:** Techniques to Identify and Use Ethical Argumentation
- **Reflection & Review:** Building Confidence in Rhetoric

Day 4: Advanced Argumentation

- **Topic 1:** Avoiding Contradictory Premises in Arguments
- **Topic 2:** The Fallacy of Circular Reasoning and How to Spot It
- **Topic 3:** Using Emotional Appeals Effectively Without Fallacies
- **Topic 4:** The Slippery Slope Fallacy: Examples and Avoidance
- **Topic 5:** Handling Fallacies in Real-Time Debates
- **Topic 6:** The Psychology of Persuasion: Emotional and Logical Tactics
- **Reflection & Review:** Advanced Argumentation Skills in Practice

Day 5: Application and Mastery

- **Topic 1:** Constructing Persuasive Speeches and Presentations
- **Topic 2:** Winning Arguments in Professional and Workplace Settings
- **Topic 3:** Strategies for High-Stakes Negotiations
- **Topic 4:** Mastering Public Speaking and Debate Skills
- **Topic 5:** Ethical Argumentation in Leadership and Management
- **Topic 6:** Practical Exercises: Winning Arguments with Confidence
- **Reflection & Review:** Final Review and Takeaways

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FAQ:

- ### What specific qualifications or prerequisites are needed for participants before enrolling in the course?

  Specific qualifications or prerequisites are not required for participants. However, having a basic understanding of communication or persuasion concepts may enhance engagement and comprehension during the course.

- ### How long is each day's session, and is there a total number of hours required for the entire course?

  Each day's session is structured to last approximately 5-6 hours, including breaks and interactive activities. The total course duration is 1 week, amounting to 25-30 hours of training.

- ### How does this course help participants avoid common logical fallacies?

  This course provides dedicated workshops, real-life examples, and group exercises to help participants identify and overcome logical fallacies, such as ad hominem, false dilemmas, and circular reasoning. Practical tips and tools ensure participants develop critical thinking skills to avoid these pitfalls in future discussions.

How This Course is Different from Other Persuasion Training Programs:

This course is unique because it combines practical insights with interactive, hands-on learning methods. Unlike traditional programs, it focuses on identifying and countering logical fallacies, which helps participants develop ethical and persuasive arguments. The program also includes personalized feedback, real-world applications, and advanced rhetorical strategies, ensuring that participants gain actionable skills to excel in persuasion and argumentation.