

## Art and Science of Influencing (vLearn Programme)

CONNECTION TECHNOLOGY 裝備未來  
**FUTURESKILLS**



**Influencing** skills are considered as one of the **most vital skill-sets in modern business environment and workplace**. The traditional way of **top-down commanding approach of leadership is no longer effective**, leaders are taking more convincing approach to **engage and persuade their teammates through influencing skills**. Influencing skills are also useful for getting clients, supervisors and colleagues to **understand your needs and get buy-in on your ideas, projects and set goals**.

In this 1-hour video, you will **learn how influencing works**, understand the crucial steps in influencing and gain the essential skills and techniques of influencing.

Join now to **empower yourself with this important FutureSkills to drive greater business success!**

Programme Code	10015623-02
Programme Duration	Minimum 60 minutes divided into several learning sessions (Valid for 1 Year)
Platform	HKPC Academy vLearn
Medium	Cantonese with English and Chinese subtitles
Course Fee	HK\$380
Certificate Award	A Certificate of Accomplishment will be awarded to participants who have completed the course

### Programme Objective

- Why is influencing challenging?
- How to influence?
- What needs to be done for different people?

### Learning Outcomes

- Understand the concept of Trust Equation and how to establish trust for better influencing
- Learn how influencing work
- Learn the steps and important skills and techniques of influencing when applied on different people

## Course Outline

1. Trust Equation
2. Case Study to explain how Trust Equation is applied in real life scenarios
3. Science of Influencing
  - Theories and approaches for influencing in Neuroscience
  - Push and pull method in Influencing
  - Positive and negative behaviors, 5:1 Golden Ratio
  - Types of interactions in daily life
4. Art of Influencing
  - Common interest
5. Steps for Influencing
  - Determine goal
  - Know the other's drivers
  - Choose the right message
  - Choose and adjust strategies

## Trainer Profile – Catherine WONG

Catherine WONG is a professional leadership learning facilitator, with focus on communicating with internal and external stakeholders. Ms WONG has started to be a professional trainer and served clients from different levels – from middle managers to C-suite executives on topics related to leadership, communication and influencing. Ms WONG stresses the importance of mindset and behavioral change when training her clients. The courses she designs aim for both skill development and knowledge retention after the programme.

Ms WONG has worked with a diverse clientele throughout her career – including MNCs, local companies, government department and NGOs. She is an accredited practitioner of the Myers-Briggs Type Indicator<sup>®</sup> Step I & II: and Accredited Certified Coach of the International Coach Federation: a certified facilitator for Kegan's "Immunity to Change" and John Maxwell's "Laws of Teamwork" and "Developing the Leader with You".

## Enrolment Method

1. Scan the QR code to complete the enrolment and payment online.  
OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Terence LUEN). Please indicate the course name and course code on the back of the cheque and envelope.



[Enrolment form can be downloaded at  
<https://www.hkpcacademy.org/enrollment/>]

<http://u.hkpc.org/aRv>