



## INTRODUCTION

In the past 10 years, scientific discoveries have uncovered new communication and persuasion keys one can use to influence other people and psychologically encourage them to be more agreeable.

By applying these keys, many have substantially improved their work-life. Employees are able to establish deeper rapport with their peers and colleagues at work and form more cooperative bonds with them. They are better able to communicate their ideas across more efficiently to their superiors and get higher recognition in return. Professionals or managers are able to present their ideas better and successfully convince other parties. In this one-day workshop, you will learn the most cutting-edge persuasion tools that let you gain the greatest influential advantage in getting what you want.

## LEARNING OBJECTIVES

- Identify core factors that convinces people to be more agreeable
- Establish a more persuasive and rapport-building personality
- Understand the keys to foster cooperative bonds with others
- Know how to communicate & convince more effectively with the key people in your life including colleagues, superiors and clients

## COURSE OUTLINE

- What are the hidden brain persuaders that bring out more agreeable responses from people
- Trigger emotions in others by using carefully crafted words that “convince”
- The hidden factors behind how liking between people are developed (and what factors can impede that)
- How to appeal to the human senses and influence positive responses out of people
- Techniques to have others go from being objections-filled... to becoming cooperative and accepting
- "The little things that make the difference": What are the small tweaks you must add into your communications to collectively bring out your most confident and persuasive persona
- Recent “human-influence” discoveries on how to establish rapport quickly with another person
- Persuasive tactics for use in specific situations with clients, colleagues and superiors
- [In situations with colleagues] Keys to gain a united cooperative working relationship with your colleagues and teams (even if they have diverse backgrounds or work attitudes)
- [In situations with superiors] How to bring your ideas across to your superior/boss in a concise yet persuasive manner
- [In situation with clients] How to communicate in a way that would convince a client you are 'the only person for the job' and proceed to do business with you rather than with your competitors



**ABOUT THE TRAINER**

Tylus is a results-optimizing strategist & advisor to companies and organizations spanning over 30 different industries. He has guided companies' work teams, SMEs and major corporations in uncovering hidden opportunities and breakthrough ideas, that result in significant increase of their bottom line, management results and profitability.

Tylus is also an entrepreneur and founder of different businesses with 2 that he still actively manages today. He oversees the people and management of his businesses by fervently applying productivity and work-optimizing strategies to generate growth and profitability.

From that experience, as well as hiring, joint-venturing & connecting with a diverse variety of people from different industries, he has identified patterns that can limit or plateau professional growth, as well as patterns that can substantially maximize one's potential to bring in optimal professional success to one's career. Tylus incorporates these success concepts and real-life examples into his trainings.

A partial list of Tylus's clientele includes valued associates from Singapore Armed Forces, People's Association, Prudential, SAFRA, Nanyang Polytechnic, Ministry of Manpower, Reebonz, A'famosa, ERA, Rotaract Club of Singapore, Hisamitsu, Sony, Cycle & Carriage, Shell, Star Cruises, Civil Aviation Authority Of Singapore, MCYS etc.