L'AKADÉMIE DU DIGITAL · TRAINING PROGRAMME Qualiopi certification being prepared

Language and Techniques of Influence

FOR-CMR-M5-A · Relational Communication

Argue, persuade and negotiate ethically: understand the levers of influence to protect yourself from them and use them respectfully

DURATION
14 hours — 2 modules of 7h (theory and workshop)

PRICE
On quote

AUDIENCE
Companies & individuals

ACCESS
Access within 2 working days after validation of needs and prerequisites.

Training delivered in co-facilitation, priced by quotation. Rate based on €70 excl. VAT per hour (14-hour module); indicative and negotiable depending on volume, format and context.

Learning objectives

- Understand the main psychological levers of influence
- Build a clear, structured message adapted to your counterpart
- Use questioning and rephrasing to steer an exchange
- Prepare and lead a negotiation aiming for a balanced agreement
- Spot manipulation techniques and know how to respond

Target audience

- Employees, managers and teams who want to improve their working relationships
- Individuals, freelancers and project owners
- Students and learners from schools and training centres

Prerequisites

- No technical prerequisites or particular qualifications.
- Be willing to take part in simulations and group discussions in a supportive setting.

Programme

THEORY Theory Module — Language and Techniques of Influence

The module presents the most studied levers of influence (reciprocity, commitment, social proof, authority, scarcity, liking), building an argument, the role of framing and word choice, the basics of principled negotiation and signs of manipulation.

Objective : know the levers of influence and structure an argument and a negotiation.

- Psychological levers of influence.
- Argumentation, framing and word choice.
- Principled negotiation and spotting manipulation.

Assessment : Quiz and analysis of a message of influence.

Welcome & framing	15 min	Present the programme, objectives and schedule; gather expectations. Oral presentation, round-table introductions.	
The levers of influence	2h05	Reciprocity, commitment, social proof, authority, scarcity, liking: everyday examples. Interactive talk, concrete examples, group discussion.	Oral questions; mini-quiz.
Arguing and framing	2h05	Structure an argument; effects of framing and word choice. Interactive talk, concrete examples, group discussion.	Oral questions; mini-quiz.
Negotiating and protecting yourself	2h05	Principled negotiation; signs of manipulation and possible responses. Interactive talk, concrete examples, group discussion.	Oral questions; mini-quiz.
Summary & assessment	30 min	Go over the key points and assess what has been learned in the module. Group recap, participant feedback.	End-of-module quiz (pass mark ? 60%).

WORKSHOP **Practical Workshop — Language and Techniques of Influence**

Starting from situations brought by participants, they decode messages of influence, build and test an argument, prepare a negotiation (objectives, alternatives, concessions) then act it out in pairs before a group debriefing.

Objective : build an ethical argument and lead a simulated negotiation.

- Decoding messages of influence.
- Building and testing an argument.
- Preparing and simulating a negotiation.

Assessment : Negotiation simulation and peer feedback.

Workshop kick-off	15 min	Present the instructions, the confidentiality framework and the split into pairs or subgroups. Oral presentation, forming the groups.	
Decoding influence	2h05	Analysis of advertising, sales and relationship messages: levers at work. Pair and subgroup simulations, role plays, group debriefing.	Observation by the trainer; guided self-assessment.
My argument	2h05	Build then test an argument on a real situation. Pair and subgroup simulations, role plays, group debriefing.	Observation by the trainer; guided self-assessment.
Negotiation simulation	2h00	Prepare your objectives, alternatives and concessions; act out the negotiation in pairs. Pair and subgroup simulations, role plays, group debriefing.	Observation by the trainer; guided self-assessment.
Debrief & review	25 min	Present your work, draw lessons and write a personal action plan. Oral presentation, group feedback, written action plan.	Written action plan and discussion with the trainer.
Satisfaction survey	10 min	Collect immediate satisfaction feedback. Satisfaction questionnaire.	Satisfaction survey.

Teaching methods and resources

In-person training at our premises or yours, in small groups. A mix of theory, hands-on workshops and practical scenarios.

Required equipment :

No particular IT equipment; room suitable for subgroup work

Assessment methods

Learning outcomes are assessed during and at the end of the training; an attendance certificate is given to every learner.

Accessibility

Training accessible to people with disabilities. Contact us before registering so we can study the adjustments needed.

Funding

Quote or training agreement on request. Qualiopi certification is being prepared: eligibility for OPCO funding will open once it is obtained.

Certification audit planned for T1 2027. No OPCO eligibility before it is obtained.

Trainer(s)

Claire Marguerie — Trainer — cognitive psychology, communication and NLP