



Communicating with Impact and Influence

Learning summary	During this session, learners explore the importance of effective communication by understanding the communication cycle and the impacts of miscommunication, how to create impactful communication by utilising methods of influence and persuasion.
Learning aims	The aim of this learning is to explain what effective communication is, and how leaders can use the principles of communication as well as persuasion to increase their impact.
Learning objectives	Learners will be able to: • Explain the components of the communication cycle and why effective communication is important • Identify how miscommunications can happen and the five elements of great communication • Plan your communication applying the three levels of influence • Articulate the basic principles of influencing and persuasion • Describe the 6 sources of power to influence



Applicable audiences	This learning is suitable for all learners				
Pre-requisites	There are no pre-requisites required for this learning				
Delivery method	This learning is delivered by a virtual classroom				
Duration	This learning will take 3 hours to complete				
Materials and resources required	Learners should have access to a computer with an internet connection and Microsoft Teams				
Refresher	This learning should be completed as required				
Minimum learners required	4	Maximum learners required	12	CPD points	N/A