MERCURY

Effective Negotiation & Persuasion in HR For Corporates Course

16 – 20 November 2026
Amsterdam (Netherlands)



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Ref: 3055_1083591 **Date:** 16 – 20 November 2026 **Location:** Amsterdam (Netherlands) **Fees:** 5600 Euro

Introduction

This HR effective negotiation, persuasion, and influencing skills seminar focuses on communication and persuasion, which will help delegates be more effective in the organizational context. By understanding the key concepts of internal communication and how these skills contribute to influencing and persuading others in the organization, delegates can turn more outcomes in their favor.

In the dynamic sphere of human resources, proficiency in negotiation and persuasion is not just beneficial but paramount. This HR effective negotiation, persuasion, and influencing skills course weaves various effective negotiation techniques, tactics, and processes, including negotiation persuasion and influencing skills, as key elements in attaining successful outcomes.

These comprehensive HR effective negotiation, persuasion, and influencing skills course modules are designed to bolster your effective negotiation skills training and ensure you master the art of persuasion in the negotiation process. Through this specialized HR lens, you will explore the effectiveness of negotiation, gearing you toward a successful negotiation course outcome.

Targeted Groups

- Managers, supervisors, and team leaders.
- This HR effective negotiation, persuasion, and influencing skills course is for all department staff.

Course Objectives

At the end of this HR effective negotiation, persuasion, and influencing skills course, the participants will be able to:

- Tap into their strengths in communicating and know when to invoke different methodologies.
- Understand ways of influencing others without resorting to power-plays and applying direct pressure.
- Persuade other people by the use of proactive, win-win strategies.
- Draw upon professional communication and presentation skills to create a winning impression in discussions and meetings.
- Plan and prepare businesslike presentations with ease and be able to tap into key decision-makers during and after the presentation.
- Understand communication and persuasion and their impact on an organization's ability to function.
- Use communication and influence to improve productivity, profitability, and morale.
- Increase self-awareness and develop the skills to deal confidently and professionally with colleagues and customers.

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- Learn how to speak eloquently and convincingly.
- Be able to prepare and deliver strong and persuasive speeches and presentations.

Targeted Competencies

- Communication skills.
- Interpersonal skills.
- Persuasion skills.
- Problem-solving.
- Decision making.

Course Content

Unit 1: Personal Inner Communication Essentials

- What is communication?
- What does effective communication mean?
- Understand the 3 major levels of communication:

  - Intra-Personal with oneself.
  - Interpersonal with another individual.
  - Inter-active synergy with a group of persons.

- Appreciate the different fields of experience.
- Discover the power of non-verbal communication.
- Study the 8 non-verbal empowerments.
- Understand why your self-image has much to do with your presentation, language, style, and content.
- Controlling your subconscious mind to communicate effectively.

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Unit 2: Understanding Communication and Persuasion

- Understanding the communication cycle.
- Analyze the communication pyramid.
- Know the power of words in the communication process.
- Discover the powerful A-I-D-A communication format.
- Understanding the brain during the communication process.
- Understand the keys to successful public speaking.
- How do you develop and present a vital speech?
- How do you dress professionally and appropriately?
- Find out the right and wrong ways in body posture.
- How do you use your voice effectively?
- Discover the power of illustrations and stories.
- Learn how to overcome public speaking fears.
- How do we listen actively and respond accordingly?
- Know the power of influence.

Unit 3: Communicating and Presenting Effectively

- Learn how to organize your presentation.
- How to prepare and present a computer / PowerPoint presentation?
- What to do before a presentation?
- Understand the impact of visual communication.
- Understand the psychology of the smile in communication.
- How do you present to a cross-cultural audience?
- Observe what features attract an audience.
- Learn how to analyze your audience.
- Using positive visual imaging.
- How do you use the telephone effectively and professionally?

Unit 4: Communication Strategies for Professional Excellence

- How to be an effective decision-maker in the communication process?
- How do you use strategic communication negotiation skills?
- Discover the 9 Keys to making an effective presentation.
- Learn how to develop a systematic filing system.
- Learn how to obtain good source material.

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Unit 5: Applying Personal Influence and Persuasion

- Analyze the 9 strategic principles for effective communication.
- Apply these communication principles into a "Plan of action" for your life and incorporate them into your company's infrastructure.
- How to be proactive and make things happen?
- Essential communication practices for ongoing success.