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COURSE BROCHURE

Advanced Persuasion and Influencing Skills for Policing Training Course

17 – 28 May 2027
Madrid

Advanced Persuasion and Influencing Skills for Policing Training Course

Ref: 545_20206 **Date:** 17 – 28 May 2027 **Location:** Madrid **Fees:** 9500 GBP

Persuasion and Influencing Skills for Policing is an advanced 2-week training course for police officers, supervisors and community policing leads who must gain cooperation without force, ending with a Policing Influencing Strategy for a real scenario. Public expectations of fairness, recorded encounters and fragile community trust now decide whether policing succeeds. Jupiter Prime Training offers this course to officers whose words carry the first response.

Why Persuasion and Influencing Skills for Policing Matters Now

Three forces shape police influence today: communities that judge officers by how fairly they are treated as much as by outcomes, body-worn and bystander video that turns every encounter into public evidence, and incidents involving mental distress, crowds and disputes where force escalates harm. A service that persuades well gains voluntary compliance, witness cooperation and community intelligence, while one that relies on authority alone loses trust and faces more complaints and confrontations. The course rests on procedural justice and police legitimacy research, applying voice, neutrality, respect and trustworthy motives to every contact.

Who Gains Most from Persuasion and Influencing Skills for Policing

- Patrol and response officers who resolve disputes and gain compliance on the street
- Custody and interview officers who build rapport to obtain accurate accounts
- Supervisors who coach teams on encounters and review contentious incidents
- Community policing leads who build partnerships with residents and local groups
- Crisis and negotiation team members who handle volatile or barricaded subjects

A neighbourhood team that sends patrol officers, its supervisor and its community lead together gains most, because they can agree one approach to encounters, complaints and engagement across the same beat.

Persuasion and Influencing Skills for Policing Capabilities

Participants move from issuing instructions to shaping cooperation, reading resistance early and choosing the influence approach that fits the person, the risk and the setting.

- Apply procedural justice principles of voice, neutrality and respect in stops and searches — public trust in everyday encounters
- Assess the emotional state and motives of a resistant person before choosing words — officers deciding whether to step back or intervene
- Design de-escalation sequences that create time, distance and options — supervisors reviewing use-of-force decisions
- Build rapport in interviews to obtain accurate and voluntary accounts — investigators and prosecutors relying on evidence
- Communicate difficult messages to victims, families and crowds with clarity — command teams managing public reaction
- Weigh community concerns and partner interests when shaping engagement — neighbourhood leads setting local priorities

Key Persuasion and Influencing Skills for Policing Terms

- Procedural justice — the principle that people accept police decisions more readily when the process feels fair, respectful and neutral.
- Police legitimacy — the public belief that police have the right to exercise authority and should be obeyed.
- De-escalation — deliberate communication and positioning that reduce tension and the likelihood that force will be needed.
- Active listening — attending to words, emotion and meaning, then reflecting them back so the speaker feels heard.
- Rapport — a working relationship of trust that encourages a person to talk openly with an officer.
- Voluntary compliance — cooperation a person gives because they accept a request, not because force compels them.

Persuasion and Influencing Skills for Policing Day by Day

Day 1: The Influence Landscape of Modern Policing

- Procedural Justice Research — How Fair Treatment Shapes Public Cooperation
- Police Legitimacy Models — Why Communities Grant or Withhold Consent
- Recorded Encounters and Public Scrutiny — Conduct Seen by Millions
- Authority Versus Influence — When Command Language Backfires
- Influence Self-Assessment — Baseline for Personal Development Goals

Day 2: Persuasion Principles for Officers

- Reciprocity and Consistency in Encounters — Securing Small Agreements First
- Credibility and Trust Signals — Uniform, Tone and Body Language
- Framing Requests and Choices — Increasing Acceptance Without Threats
- Explaining Reasons Behind Decisions — Reducing Perceived Arbitrariness
- Ethical Limits of Persuasion — Avoiding Deception and Manipulation

Day 3: Communication With the Public

- Active Listening and Reflecting — Lowering Defensiveness in Contacts
- Plain Language Instructions — Clear Directions Under Stress
- Cultural and Language Awareness — Respectful Contact Across Communities
- Communicating With Vulnerable People — Adapting for Distress and Disability
- Delivering Bad News to Families — Compassion With Factual Accuracy

Day 4: De-escalation in Volatile Encounters

- Threat and Emotion Reading — Early Signs of Rising Agitation
- Time, Distance and Cover Tactics — Creating Space for Talk
- Verbal De-escalation Sequences — Moving From Confrontation to Dialogue
- Mental Health Crisis Contacts — Coordinating With Health Partners
- De-escalation Debriefs — Reviewing Choices Before Force Was Used

Day 5: Negotiation for Police Situations

- Interest-Based Negotiation — Separating Positions From Underlying Needs
- Crisis Negotiation Stages — Contact, Rapport and Resolution
- Hook and Demand Handling — Keeping Talks Moving Safely
- Negotiating With Groups and Crowds — Working Through Representatives
- Team Roles in Negotiation Cells — Primary, Secondary and Coordinator Tasks

Day 6: Rapport in Interviews

- Rapport-Based Interviewing — Information Gain Over Confrontation
- Planning Interview Objectives — Mapping Evidence Gaps Before Talking
- Open Questioning and Free Recall — Obtaining Fuller Accounts
- Managing Resistant Interviewees — Reflection, Summary and Silence
- Interviewing Victims and Witnesses — Reducing Trauma and Memory Contamination

Day 7: Influencing Within the Police Organisation

- Influencing Upward and Across Units — Winning Support for Local Initiatives
- Coaching Officers on Encounters — Feedback From Recorded Footage
- Handling Complaints Conversations — Repairing Trust After Incidents
- Peer Intervention Approaches — Stopping Colleagues Before Misconduct
- Persuasive Briefings — Gaining Buy-In for Operational Changes

Day 8: Community Engagement and Partnerships

- Community Mapping — Identifying Leaders, Groups and Concerns
- Problem-Solving Partnerships — Joint Action With Schools and Councils
- Public Meetings and Forums — Handling Hostile Questions Calmly
- Engaging Young People — Building Trust Before Conflict Arises
- Measuring Community Confidence — Surveys and Feedback Loops

Day 9: Influence in High-Profile and Public Events

- Crowd Communication — Messages That Reduce Tension at Events
- Media and Social Media Statements — Accuracy and Timing After Incidents
- Rumour and Misinformation Response — Restoring Public Confidence Quickly
- Working With Community Mediators — Calming Disputes Before Escalation
- Post-Incident Community Reassurance — Visible Follow-Up and Explanation

Day 10: Practising the Policing Influencing Strategy

- Applying Procedural Justice Checks — Reviewing a Chosen Scenario
- Applying De-escalation Sequences — Role-Played Volatile Encounter
- Applying Rapport Interviewing — Planned Witness Interview Exercise
- Applying Engagement Mapping — Stakeholders for the Selected Problem
- Policing Influencing Strategy — Combining Approach, Messages and Measures

Applying Persuasion and Influencing Skills for Policing After the Course

- Lead a review of five recorded encounters from your team against procedural justice principles, and agree two changes in how officers explain decisions.
- Run a community engagement mapping session for one recurring local problem, then agree joint actions and confidence measures with two partner groups.

Persuasion and Influencing Skills for Policing Questions FAQ

What are persuasion and influencing skills for policing and why do they matter now?

Persuasion and influencing skills for policing are the methods officers use to gain cooperation through fair treatment, listening, de-escalation and negotiation. They matter now because recorded encounters and public scrutiny reward officers who resolve situations without force.

Which roles gain most from persuasion and influencing skills for policing?

Patrol, custody and interview officers gain most from persuasion and influencing skills for policing, along with supervisors who coach encounters, community policing leads and negotiation team members.

How do persuasion and influencing skills for policing differ from police leadership training?

Persuasion and influencing skills for policing focus on encounters with the public, suspects, witnesses and partners. Police leadership training focuses on command decisions, integrity, performance and organisational change inside the service.

What do you bring back from persuasion and influencing skills for policing training?

You bring back a Policing Influencing Strategy for a real scenario, combining procedural justice checks, de-escalation sequences, rapport interviewing and community engagement actions.

Persuasion and Influencing Skills for Policing: The Way Forward

The Policing Influencing Strategy first shapes how a team approaches the selected problem: the words officers use, the partners they involve and the signs of trust they track. Supervisors and community leads use it to brief shifts and review encounters. After the first month, footage, complaints and community feedback show whether the approach is working, in a busy town centre or a residential estate alike.