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COURSE BROCHURE

Behavioural Persuasion Principles Training Course for Managers and Specialists

19 – 23 July 2027
Milan

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Registered in the United Kingdom and Saudi Arabia

Behavioural Persuasion Principles Training Course for Managers and Specialists

Ref: 2481_93964 **Date:** 19 – 23 July 2027 **Location:** Milan **Fees:** 6200 GBP

Behavioural Persuasion Principles is a 1-week training course for managers and senior specialists who must move colleagues, sponsors and partners towards a decision, and it produces a Persuasion Evidence Playbook. Decisions now pass through crowded inboxes, video calls and mixed-culture committees, so people who understand how attention, trust and choice work win support faster. Jupiter Prime Training runs Behavioural Persuasion Principles for practitioners who rely on influence rather than formal authority.

Why Behavioural Persuasion Principles Matters Now

Three forces shape persuasion at work today. Behavioural science has moved from laboratories into policy units and product teams, giving managers tested ideas about defaults, framing and social proof. Hybrid working has thinned the informal corridor moments where agreement used to form, so messages must carry more of the load. Teams are also more culturally mixed. An organisation that persuades with evidence and respect gains faster buy-in and fewer reversals; one that relies on pressure breeds quiet resistance. The course rests on established behavioural research into attention, framing and how listeners weigh evidence.

Who Gains Most from Behavioural Persuasion Principles

- Staff accountable for winning approval for proposals, budgets and process changes from senior sponsors
- Specialists who must convince non-experts to act on technical findings or risk warnings
- Leads who coordinate peers in other units without line authority over them
- Partners who advise internal clients and need recommendations adopted, not just accepted
- Managers who lead dispersed or multicultural groups through video and written channels

A function that sends a manager and two senior specialists together gains most, rehearsing one live request from both sides.

Behavioural Persuasion Principles Capabilities

Participants choose persuasive levers deliberately and keep them ethical.

- Diagnose how a listener is likely to process a message — the choice between detailed evidence and simple cues
- Design a framed proposal for gains, losses and reference points — the sponsor weighing a recommendation
- Build a data story with one insight, one chart and one ask — the committee reading a short paper
- Apply resistance mapping to objections and hidden concerns — the peer who has not yet said yes
- Adapt credibility cues for video calls and culturally mixed audiences — remote colleagues and international partners
- Test each persuasive tactic against an ethics screen — the long-term trust of the organisation

Key Behavioural Persuasion Principles Terms

- Framing Effect — the shift in choices that occurs when the same facts are described as gains rather than losses.
- Social Proof — the tendency to follow what similar people are already doing when a decision feels uncertain.
- Elaboration Likelihood — how likely a listener is to scrutinise arguments closely rather than rely on simple cues.
- Reactance — the push-back people feel when they sense their freedom to choose is being limited.
- Choice Architecture — the way options, defaults and order are laid out, steering decisions without removing alternatives.
- Commitment Device — a small public or written step that makes a person more likely to follow through on an agreement.

Behavioural Persuasion Principles Day by Day

Day 1: How People Actually Decide

- Fast and Slow Judgement Modes — Intuition Versus Deliberate Reasoning
- Listener Scrutiny Levels — Choosing Evidence Depth for Each Audience
- Cognitive Load and Attention Limits — Shaping Message Length
- Credibility Signals of Expertise and Warmth — Earning a Hearing
- Persuasion Ethics Screen — Separating Influence From Manipulation

Day 2: Framing Proposals for Different Audiences

- Gain and Loss Framing — Presenting Options to Risk-Averse Sponsors
- Reference Points and Anchors — Setting the Comparison Before Asking
- Audience Motivation Profiles — Finance, Operations and Technical Listeners
- Defaults and Choice Architecture — Laying Out Options in Papers
- Social Proof and Precedent — Citing Peer Adoption Responsibly

Day 3: Data Storytelling That Moves Decisions

- One-Insight Storyline — Leading With the Finding That Matters
- Chart Choice for Comparison and Trend — Avoiding Misleading Visuals
- Uncertainty and Ranges — Stating Confidence Without Losing Support
- Concrete Cases Beside Statistics — Making Numbers Personal and Memorable
- Single Clear Ask Slide — Converting Insight Into Agreed Action

Day 4: Resistance, Virtual Channels and Culture

- Resistance Mapping Grid — Separating Doubts, Fears and Interests
- Reactance-Reducing Language — Preserving Choice While Requesting Change
- Video Call Persuasion Routines — Openings, Pauses and Check-Ins
- Written Persuasion in Email and Chat — Subject Lines and Sequencing
- Cultural Communication Contexts — Direct and Indirect Credibility Cues

Day 5: Practising the Persuasion Evidence Playbook

- Listener Processing Diagnosis on a Live Request — Selecting Levers
- Framed Proposal Rehearsal With Peer Sponsors — Refining the Offer
- Data Story Pitch Under Questioning — Defending the Key Insight
- Commitment Devices and Follow-Up Messages — Securing Agreed Next Steps
- Persuasion Evidence Playbook — Completing Levers, Scripts and Ethics Checks

Applying Behavioural Persuasion Principles After the Course

- Reframe one pending proposal using gain and loss framing and a single clear ask, then compare sponsor response with the previous version.
- Run a resistance mapping session with a colleague before the next contested meeting and agree a commitment device for each open objection.

Behavioural Persuasion Principles Questions FAQ

What are behavioural persuasion principles and why do they matter now?

They are tested insights about how people pay attention, judge evidence and commit to choices, applied to workplace requests. They matter now because hybrid work and crowded agendas leave fewer chances to win agreement informally.

Which roles gain most from behavioural persuasion principles?

Managers and senior specialists who need support from people they do not direct gain most. Advisers and leaders of dispersed teams also benefit.

How do behavioural persuasion principles differ from a presentation skills course?

The focus is on why listeners say yes, not on stage delivery. A presentation skills course polishes voice and slides; this course builds the framing, evidence and resistance methods that work in papers, emails and calls as well as rooms.

What do you bring back from behavioural persuasion principles training?

You bring back a playbook built around a real request of yours. It holds a listener diagnosis, framed proposal, data story, resistance map and ethics check.

Behavioural Persuasion Principles: The Way Forward

The Persuasion Evidence Playbook first informs how the next significant proposal is framed and to whom it goes first. Managers use it with sponsors and remote colleagues. After its first use, revisit which objections surfaced late, because those reveal the listener concerns the framing missed and should shape the following request.