



持續教育學院  
School of Continuing Studies  
**Influencing Skills**  
**(高效能影響技巧)**

**Course Introduction 課程簡介**

To influence is not the same as to manipulate. To influence is to market your ideas and get people to 'buy-in' to those ideas through persuasions. This requires you to understand the underlying motivation, priorities and hot buttons of your target (i.e. the people you want to influence). Influencing is a process. It requires having a strategy and tactics so that in presenting our ideas or proposals, we are able to make an emotional connection in a manner and pace that the target can accept. Decisions can be fact or emotion based. The most important aspects of influencing are to listen, seek to understand and to speak from a listener's perspective.

Develop advocates of your thinking, for they can help you to persuade others. Power also plays a role in influencing, but power should never be used to influence others in a way that is unethical. This program aims to help participants understand the process, framework and techniques of influencing skills so that they can better interact with people.

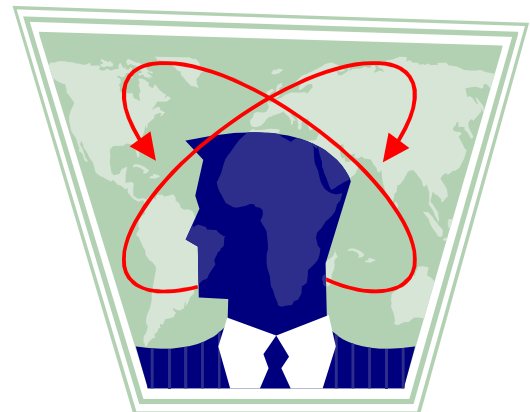
**Course Outline 課程大綱**

**Influencing Matters**

- Define Influencing
- The Pointlessness of Control
- Concentrating Influencing Where It Matters
- Marketing the Ideas

**Influencing Skills and Techniques**

- Influencing Styles and What Does Each Style Mean
- Creating a Strategy
- Creating Rapport and Genuine Listening
- Build Excitement and Enthusiasm
- Influencing Words
- Winning Advocates
- How to Use Power Effectively and Ethically in Influencing
- Dealing with an Impasse
- Examples and Demonstrations of Influencing Skills



**Learning Objectives 教學目標**

By the end of the workshop, participants will be able to:

- Understand influencing skills
- Define types of strategies and tactics that can be used in influencing skills
- Know how to influence others in a positive manner
- Practice and use influencing skills to work with others

**Target Audience 對象** Managers, Supervisors, Executives, Technical Staff, Anyone interested in self-development; 經理、主管、行政人員、技術人員或任何有興趣提升個人發展的人士。

**Instructor 導師簡介**

Weelan HO 何慧蘭 小姐  
Principal and Director of PGA Consulting Limited  
Director of Ascent Global Services Pty Ltd (Australia)  
Accredited Myers-Briggs Facilitator  
Certified Trainer

### About Weelan Ho

Weelan graduated from the University of London with BSc (Econ), and a Master degree in Business Analysis with the University of Lancaster in England. She has always worked internationally, bringing with her 20+years of experience helping clients improve organisational productivity, efficiency, quality, service and bottom-line results through consulting, training, coaching and organisation development

Weelan works closely with all levels of management as they are the pillars of the organisation. Her in-depth knowledge of operations, processes, human performance, and behaviours makes her uniquely suitable to be a good coach and effective facilitator.

Currently, as the Principal for PGA Consulting Limited, she works with a variety of clients including multinationals, SMEs, family-owned enterprises (FOE) across Asia Pacific in multiple industries, as well as collaborating with institutes such as the Hong Kong Management Association, in addition to conducting open training programs for PGA Consulting Limited.

Weelan writes articles relating to leadership, change management, talent management, customer service, learning and personal development that are published in T/Dialogue and E-news for the Hong Kong Institute of Accredited Accounting Technicians (HKIAAT). She reads, writes and speaks a few languages including English, Cantonese, Putonghua and the Malay Language in addition to speaking other Chinese dialects.

**Medium of Instruction 授課語言** English and Supplemented with Cantonese and Putonghua depending on the needs, requirements and preference of the participants. Course material will be in English unless specifically requested for customized in-house training.

英文輔以中文及普通話教學；視乎學員或課程的需要。而教材將採用英文教學；內部培訓要求除外。

**Venue 上課地點** Alameda Dr. Carlos D Assumpção 335-341, Hotline Centre, 10/F, Macau  
澳門新口岸宋玉生廣場 335-341 號獲多利中心 10 樓

### Course date & time 上課日期

18 Oct, 2013	Fri 09:30 to 18:00	(Total hrs: 7.5)
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**Tuition Fee 課程費用** MOP 2,200

**Class Size 收生名額** 15 people

All fees are non-refundable and non-transferable. (The school has full right to withdraw any course anytime).

Therefore, student is advised to consider carefully about the course time and personal situations before application.

所有費用一經繳交，恕不退還或轉讓（本院取消開辦該課程除外）。因此，報讀者於報名前，請考慮清楚上課時間及視乎個人具體情況而決定報讀與否。

**Enquiries 查詢** Tel: 8796 1999 / 8796 1998 Email: [scs@must.edu.mo](mailto:scs@must.edu.mo)

Website: <http://www.must.edu.mo/scs-tw/admission/diploma-certificate-programs/news>

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持續教育學院致力開拓終身學習機會，如欲收到本學院之課程資料，可發電郵至 [scs@must.edu.mo](mailto:scs@must.edu.mo)，並提供閣下之電郵地址，標題主旨為 “加入通知群組”。

We also offer in-house training for corporations/Government Departments/schools, tailor-made with respect to your choices of topics, time, place, and group of attendees. Please contact us for more information.

我們亦為機構/政府部門/學校等提供內部培訓，按各機構不同之要求(主題/時間/地點/對象)而訂定培訓內容。請與我們聯絡。