IPI Academy

MANAGEMENT forum



Presented by
Management Forum

Positive Persuading and Influencing Skills for Pharma Professionals

26-27 May 27
+ 1-2 November 27

This two-day workshop will give you an opportunity to improve and enhance your persuading and influencing skills within business

Format:
Live online

CPD:
12 hours for your records

Certificate of completion

Course overview

This training course will help you to build confidence and acquire the necessary skills to increase your personal effectiveness in dealing with colleagues, clients, bosses and stakeholders across the pharmaceutical industry.
Dynamically designed and delivered, the interactive programme focuses on best practice tips and techniques that will allow you to strengthen and perfect your influencing ability in three key areas:

- Improved inter-dependent working across functions and even cultural boundaries
- Increased self-awareness – gaining insights in how you come across to others
- Great communication, self-projection and influencing skills

Attending this session will help you to understand, define and practice behaviours which lead to effective interpersonal communication at different levels, both inside and outside the organisation.

After the webinar, participants will have the opportunity to attend a complimentary, optional 45-minute virtual coaching session with the course tutor. This private and confidential session allows participants to reinforce their learning, explore key concepts in greater depth, and discuss how the content can be applied within their own workplace.

Benefits of attending

- **Identify** some of the more challenging obstacles to effective communication
- **Learn** how to prepare for one-to-one and one-to-group communication
- **Acquire and practise** communication skills which lead to improved relationships in the workplace
- **Explore** strategies for handling difficult people and situations
- **Learn** how to work with individuals from different functions and cultural backgrounds
- **Develop** a personal effectiveness 'action plan' for the future

Who should attend?

This course will be relevant for anyone working in the pharmaceutical, medical device or animal health industries who wants to improve their influencing skills in the workplace, including:

- Experienced line managers and leaders
- Newly appointed managers
- Functional or department heads
- Project or team leaders
- Technical support specialists
- Advisers and consultants

Programme

Day 1

Introduction, welcome and objectives

- Defining personal effectiveness (scene-setting, terms of reference – behaviour and personality – group work and discussion)

Behavioural influences (self-awareness)

- Factors which influence human behaviour at home and at work
- Family and parents – genetic, gender and generation influences
- Culture and ethnicity (working with people from different parts of the globe)
- Understanding the difference between negative manipulation and influencing with integrity

Understanding the diverse forces which influence motivational response

- Mindsets
- Gender
- Generation and age
- Nationality and regionality
- Behavioural styles
- Leadership and management styles

Day 2

Communication models that work

- An introduction to EI (emotional intelligence) – EI self-mapping tools
- How to read and interpret other people's behaviour
- Calibrating – pacing and/or leading – neuro-linguistic programming concepts and skills
- Defining and distinguishing positive and negative behaviours
- Examining and exploring passive, aggressive and assertive behaviour
- Techniques for assertiveness
- Analysing behaviour patterns – self-others using the people mapping and behavioural toolkit

Communication skills workshop

- Developing communication strategies that work
- The 4-Box Model
- Planning communication: starting, maintaining and ending discussion
- Techniques for involving others
- Listening skills: theory and practice – open and closed questions, summarising and clarifying
- Learning to say no, handle criticism, express criticism, make requests
- Preparing for difficult conversations with colleagues, peers and other stakeholders
- 'Selling' ideas, getting buy-in and commitment from others
- Influencing a group of individuals who represent different 'style challenges'
- Influencing people from other cultures and backgrounds (USA, Europe, Asia-Pacific, Middle East and Africa)
- E-persuasion and influencing – using IT tools such as email and digital platforms such as Zoom, MS Teams etc. to persuade and influence from a distance
- Dealing with difficult customers, colleagues, bosses and staff
- Techniques for self-projection
- Handling aggressive as well as passive individuals
- Working with non-verbal communication
- Managing conflict and stressful communication – response vs reaction
- Evaluating performance and planning for improvement – follow-up

Presenter



Robert Hersowitz

Robert Hersowitz has established an international reputation as a management and management development consultant. He has spent the past thirty years designing and delivering programmes and workshops to a wide variety of organisations in Europe, the USA, the Middle East and Africa. His expertise is broadly based, working with middle and senior management in the private and public sector. He has trained and coached over 30,000 managers and executives.
Other assignments include long-standing projects with clients in the airports, industrial gases, information technology, financial services, pharmaceutical industries, govt., military and voluntary sectors.
He is a regular contributor to conferences as a keynote speaker and seminar leader both in the UK and abroad. He has written and published several articles and has contributed to a number of books on themes of Human Resource Development, Virtual Teams and Self Managing Teams for Prentice Hall and HRD Associates

Course dates

26-27 May 27	**Live online** 09:30-17:30 **UK (London)** (UTC+01) *Course code 17192*	GBP **999** ~~1,199~~ EUR **1,399** ~~1,679~~ USD **1,607** ~~1,919~~ **Until 31 Mar**
1-2 November 27	**Live online** 09:30-17:30 **UK (London)** (UTC+00) *Course code 17445*	GBP **999** ~~1,199~~ EUR **1,399** ~~1,679~~ USD **1,607** ~~1,919~~ **Until 06 Sep**

How to book

Online:
ipi.academy/2267

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Reviews

★★★★★

Rob is a very skilled professional who manages very well the groups, timings and contents of the course. I felt involved at all times as well as listened. I also liked a lot how Rob managed to share so much insights and technical knowledge in such a short amount of time.

Tiago Marques Gomes
Associate Director
Almirall
Nov 3 2026

★★★★★

Excellent! I did indeed find the course very helpful and inspirational-I felt engaged every minute of the 12-hour course, and never experienced a dull moment. Speaker [was] one of the most skilled and inspirational teachers I have come across during my career. The depth of his knowledge is outstanding, as is his ability to read people and situations. The material he presented, coupled with his pleasant and engaging manner of speaking, made this course truly enjoyable.

Lillian Sandø
Senior Principal Medical Writer
LEO Pharma A/S
Jul 7 2025

★★★★★

Great discussions and [speaker] engagement. 5*.

Lavanya Uruthiramoorthy
Sr. Project Manager
Alimentiv
Nov 11 2024

★★★★★

Great sessions that have enabled me to learn about how I work, and how others work, allowing me to understand how to persuade and influence effectively.

Gemma Williams
Clinical Development Medical Director
Novartis
Nov 11 2024

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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