



Presented by  
Management Forum

# Positive Persuading and Influencing Skills for Pharma Professionals

7-10 July 2025  
+ 10-11 November 2025

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 two-day workshop 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 seminar will help you to understand, define and practice behaviours which lead to effective interpersonal communication at different levels, both inside and outside the organisation.

The programme also now offers skill building and strategies for influencing and persuading stakeholders on both sides of the Atlantic in the US, Canada as well as in the UK and EMEA.

## 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

## **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

## **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

**7-10 July 2025**

**Live online**

13:30-17:00 **UK (London)** (UTC+01)

Course code 14878

GBP **999** ~~1,199~~

EUR **1,399** ~~1,679~~

USD **1,607** ~~1,919~~

**Until 02 Jun**

**10-11 November 2025**

**Live online**

Course code 15054

GBP **999** ~~1,199~~

EUR **1,399** ~~1,679~~

USD **1,607** ~~1,919~~

**Until 06 Oct**

## How to book



**Online:**

[ipi.academy/2267](https://ipi.academy/2267)

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



**Email:**

[info@ipiacademy.com](mailto:info@ipiacademy.com)



**Phone:**

[+44 \(0\)20 7749 4749](tel:+442077494749)

## Discounts

- Booking more than one delegate on any one date qualifies for a **15% 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 our terms, the event cancellation policy and the terms and conditions are on our website, please visit [ipi.academy/content/terms-and-conditions](https://ipi.academy/content/terms-and-conditions)

# Reviews



**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



**Overall the programme was time well spent. I liked the 4 day split that allowed me to complete work in the morning and develop in the PM.**



**Joanna Hine**  
Snr. L&D Manager  
Eisai Europe Ltd.,  
Nov 11 2024



**I have really appreciated Robert's speech, his mastery of the topics, his tone of the voice and nonverbal language and how he has organized the course in a very interactive way. I'm very positive impressed and I'll suggest this course to my colleagues.**



**Jessica Coretti**  
Global Regulatory Affairs Specialist  
Chiesi Farmaceutici S.p.A.  
Nov 13 2023

## 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.

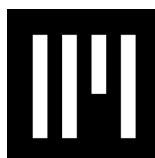
For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



**ALEKSANDRA BEER**  
**Tel:** +44 (0)20 7749 4749  
**Email:** [inhouse@ipiacademy.com](mailto:inhouse@ipiacademy.com)



**YESIM NURKO**  
**Tel:** +44 (0)20 7749 4749  
**Email:** [inhouse@ipiacademy.com](mailto:inhouse@ipiacademy.com)



## 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.

10-12 Rivington Street  
London EC2A 3DU

[ipi.academy](http://ipi.academy)  
**Tel:** +44 (0)20 7749 4749  
**Email:** [info@ipiacademy.com](mailto:info@ipiacademy.com)