Social Engineering for Improved Business Results

Ethically influencing others

Focus on: **The Manager** ☑   **The Specialist** ☐   **Spotlight Programme** ☑   **Hands-on Skills** ☐

Course Overview

This powerful five-day training course dives into the art and science of social engineering - not in the context of cybersecurity,
but as a legitimate, ethical strategy for influencing behavior, shaping decisions, and driving results.
For sub-Saharan African leaders, mastering ethical persuasion is key to building consensus across diverse sectors and communities.
At its core, social engineering is about understanding how people think, what motivates them, and how to ethically guide choices to align with your goals.
Delegates will explore how these influence techniques can help align public and private stakeholders behind Africa's infrastructure, education, and trade priorities.
Rooted in behavioural psychology, communication theory, and influence tactics used by top performers in sales, leadership, and negotiation,
this course explores how subtle cues, emotional intelligence, and perception-shaping can be used to foster stronger connections, remove resistance, and get results without manipulation or force.
Participants will see how these skills can be applied to advance regional cooperation, mobilize resources, and accelerate development initiatives across sub-Saharan Africa.

Course Objectives		This Course is Ideal For:	
1	Understanding the psychology of Human behavior	✓	Senior leaders and Manager
2	Building trust and rapport to gain influence	✓	HR professionals
3	Language, framing & communication tactics	✓	Team leaders and supervisors
4	Ethical Persuasion Strategies in Action	✓	All those interested in learning advanced influencing skills
5	Embedding Social Engineering into Business Practice		

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Course Content			
Day	**Theme**	**Coverage**	
1	Understanding the psychology of Human behavior	- The Science of Influence: How People Make Decisions - Cognitive Biases and Mental Shortcuts in Business - Emotional Triggers: What Moves People to Act - Social Proof and Group Dynamics - The Ethics of Influence: Persuasion vs. Manipulation	
2	Building trust and rapport to gain influence	- The Psychology of First Impressions - Creating Instant Rapport through Mirroring and Matching - Active Listening as a Trust-Building Tool - The Role of Authenticity and Vulnerability in Influence - Trust Killers: Behaviors That Undermine Your Credibility	
3	Language, framing & communication tactics	- Using Framing to Shape Perceptions and Decisions - Power Words and Phrases That Influence Outcomes - The Art of Questioning: Guiding Conversations Strategically - Storytelling as a Tool for Emotional Engagement - Nonverbal Cues: Reading and Sending the Right Signals	
4	Ethical Persuasion Strategies in Action	- Influence Strategies in Sales, Negotiation, and Leadership - Scarcity, Reciprocity, and Commitment: Principles that Drive Action - Overcoming Resistance and Reducing Psychological Friction - Anchoring and Contrast: Subtle Shifts with Big Impacts - Applying Influence Without Authority: Getting Buy-in Across Teams	
5	Embedding Social Engineering into Business Practice	- Designing Environments that Guide Human Behavior - Using Influence Tools in Team Engagement and Motivation - Influencing Internal and External Stakeholders Ethically - Measuring the Business Impact of Psychological Strategies - Personal Action Plan: Applying Behavioural Influence to Your Role	

Course Assessment	Certification
Participants will be assessed on:	Upon successful completion of the course, participants will receive a **Certificate of Successful Completion**, along with a **Transcript of Marks** showing the performance by grade in each element of assessment and overall.
Participation in sessions	
Completion of exercises & case studies	
Performance in assessments	

Course Instructor
This distinguished international expert is one of the world's most sought-after leadership development specialists, with over 25 years' global experience transforming organisational excellence across Fortune 500

companies, global energy corporations, and governmental institutions in over 22 countries. Their client portfolio spans national, multinational, and global organisations including Adidas, Toyota, Saudi Aramco, Royal Dutch Shell, and AstraZeneca.

A thought leader in leadership and behavioural dynamics, who has advised governments on three continents and developed leaders at all levels, bringing cutting-edge global leadership insights that have influenced CEOs, Directors, Government Ministers, and Chief Commanders. Their expertise spans multiple sectors including energy, banking, telecommunications, and manufacturing.

A master storyteller and engaging facilitator, they bring leadership to life through their highly interactive, real-world approach to learning, bringing leadership insights and practical wisdom from around the world that you can apply to your business for transformative results.