

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.

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.

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.

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		

Course Content

Day	Theme	Coverage
1	Understanding the psychology of Human behavior	<ul style="list-style-type: none">The Science of Influence: How People Make DecisionsCognitive Biases and Mental Shortcuts in BusinessEmotional Triggers: What Moves People to ActSocial Proof and Group DynamicsThe Ethics of Influence: Persuasion vs. Manipulation
2	Building trust and rapport to gain influence	<ul style="list-style-type: none">The Psychology of First ImpressionsCreating Instant Rapport through Mirroring and MatchingActive Listening as a Trust-Building ToolThe Role of Authenticity and Vulnerability in InfluenceTrust Killers: Behaviors That Undermine Your Credibility
3	Language, framing & communication tactics	<ul style="list-style-type: none">Using Framing to Shape Perceptions and DecisionsPower Words and Phrases That Influence OutcomesThe Art of Questioning: Guiding Conversations Strategically

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		<ul style="list-style-type: none">Storytelling as a Tool for Emotional EngagementNonverbal Cues: Reading and Sending the Right Signals
4	Ethical Persuasion Strategies in Action	<ul style="list-style-type: none">Influence Strategies in Sales, Negotiation, and LeadershipScarcity, Reciprocity, and Commitment: Principles that Drive ActionOvercoming Resistance and Reducing Psychological FrictionAnchoring and Contrast: Subtle Shifts with Big ImpactsApplying Influence Without Authority: Getting Buy-in Across Teams
5	Embedding Social Engineering into Business Practice	<ul style="list-style-type: none">Designing Environments that Guide Human BehaviorUsing Influence Tools in Team Engagement and MotivationInfluencing Internal and External Stakeholders EthicallyMeasuring the Business Impact of Psychological StrategiesPersonal Action Plan: Applying Behavioural Influence to Your Role

Course Assessment	Certification
Participants will be assessed on: Participation in sessions Completion of exercises & case studies Performance in assessments	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.

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.