



## **How to roll with resistance and influence people**

**In this session, we focus specifically on our relationships with clients.**

**One of the most fascinating but frustrating parts of our work can be our clients' emotions and the impact they have on their decisions and on our relationships with them. This is particularly so in areas of practice where clients are driven largely by personal issues rather than commercial.**

**In this interactive workshop we look at the traditional ways we use to persuade our clients to do/not do something and why they often don't work.**

**We'll look at what happens to clients when emotions take over.**

**We'll introduce ground-breaking techniques from the world of psychology which have impact and help us to influence clients in positive directions.**

**They also make us less susceptible to frustration and burn-out!**