



## Making an Impact

Why is it so important?

**92% of executives say that soft skills are equally important or more important than technical skills.**

(LinkedIn Workplace Learning Report, 2018)

### Course Information

- ✓ 100% online
- ✓ Delivered in English
- ✓ Suitable for ages 14-20
- ✓ EtonX certificate

If we aren't assertive enough, we can be passive and let others get what they want, or at the other end of the scale we can fail to influence others by being aggressive. On this course, you will learn to identify these behaviours in yourself and in others. We will give you the tools to help you manage difficult situations in your everyday life. This part of the course also focuses on active listening. The ability to listen well to others and read the signals they are giving in their body language and tone of voice is a key step towards ensuring you get your own opinions heard. You will also learn how to improve your influencing skills, including using empathy, building trust and persuasion.

# WHAT WILL I LEARN IN THE ETONX MAKING AN IMPACT COURSE?

## ORIENTATION

### INTRODUCTORY CLASS

Course Introduction  
Getting to know your study group and tutor  
Checking your skills

## UNIT 1

### ASSERTIVENESS

Completing a self-assessment questionnaire to establish your level of assertiveness  
Understanding passive, aggressive and assertive behaviours  
Learning the Four Steps to Assertiveness

## UNIT 2

### ACTIVE LISTENING AND BODY LANGUAGE

Discovering how body language and tone of voice affect communication  
Becoming a more active listener by asking better questions and summarising  
Practising active listening

## UNIT 3

### MAKING AND REFUSING REQUESTS

Learning the 'Do's and Don'ts' of making requests  
Working on saying 'no' in a polite and assertive way  
Reassessing your levels of assertiveness

## UNIT 4

### INFLUENCE AND EMPATHY

Work out your Influencing Style  
Identify your Influencing Role Models  
Understand how Empathy Mapping can help you influence the people around you

## UNIT 5

### INFLUENCE AND TRUST

Using 'Push' and 'Pull' Influencing techniques  
Understanding the Trust Equation  
Practising establishing trust and influencing others

## UNIT 6

### INFLUENCE AND PERSUASION

Understanding the Six Principles of Persuasion  
Creating a persuasive Marketing Plan  
Reviewing your Influencing Style