



September 16 - 18, 2019



ADMINISTRATIVE STAFF COLLEGE OF INDIA

Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another.

- Napoleon Hill

INTRODUCTION

All organisational activities happen in the context of relationships (Sias, 2008). These relationships are entwined in a complex web of power, making a few capable of exercising influence over others. This doesn't however, stop the less powerful from resisting the possible influence attempts or make them incapable of using persuasion.

It might be a cliché to say that most of the conversations that happen in organisations are persuasive by nature. Organisational members to a lesser or greater degree try to influence others either directly or indirectly. While some of them achieve success in using influence and persuasion, there could be a few others who might just be struggling. The programme on 'The Psychology of Influence and Persuasion' is designed to facilitate understanding of strategies and techniques that could be used to influence and persuade others, which eventually lead to better workplace relationships and improved productivity.

OBJECTIVES

- Understand specific strategies to influence and persuade others
- Alter communication style to manage difficult conversations

CONTENT

- Power, Influence and Persuasion
- Exercising Influence
- Emotions and Persuasion
- Language and Persuasion
- Winning Negotiations
- Social Influence and Compliance Gaining

METHODOLOGY

- Interactive Lectures
- Psychometric Tests
- Group Exercises
- Role Plays
- Structured Group Discussions
- Reflective Journaling

WHO SHOULD ATTEND

Senior and middle level executives from Government, Public and Private Sector Organisations.

Organisational sponsorship is essential

VENUE

The programme is fully residential and the participants will be accommodated in air conditioned single occupancy rooms. The college does not provide accommodation for the family. College will arrange transport between airport / railway station and venue. The College is WiFi enabled in a comprehensive way.

DURATION

The programme duration is from **September 16 - 18, 2019**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 37,500/- (US \$700 for foreigners) plus GST as applicable, presently 18% per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: Rs.31,500/- plus GST as applicable, presently 18% per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before September 13, 2019.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg/19-20/1/35) to poffice@asci.org.in for confirmation.

Bank details are given below:

For Indian Participants :

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda,
	Hyderabad - 500 082

For Foreign Participants:

Bank Account Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBBH04
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda,
	Hyderabad - 500 082.
Nostro Account (Optional)	6550992180

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalisation.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nominations is **September 9, 2019**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

September 10, 2019. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of the College programmes will automatically become members of the ASCI alumni association.

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the programme.

Programme Director
Dr. P. Subhashini
e-mail: subhashini@asci.org.in



ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward each year with a strong alumni of over 1,40,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2019-20.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad,
Hyderabad - 500 082, India.

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Phone : 0091-40-66534247, 66533000, Mobile: 9246203535

Fax : 0091-40-66534356, E-mail: poffice@asci.org.in

Delhi Campus

C-24, Institutional Area

South of IIT, Behind Qutub Hotel

New Delhi - 110 016

Phone Nos: 011 - 26962204, 26961750, 26961850

Website : <http://www.asci.org.in>



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email: poffice@asci.org.in, URL: <http://www.asci.org.in>

May 27, 2019

Dr. P. Subhashini
Programme Director

**Programme on
Psychology of Influence and Persuasion
(September 16 - 18, 2019)**

Dear Sir/Madam,

I am happy to inform you that the Administrative Staff College of India would be conducting a programme on 'The Psychology of Influence and Persuasion' from September 16 - 18, 2019 at Hyderabad. The brochure outlining details of the Programme along with the nomination form is enclosed for your reference. You may use facsimiles of the nomination form in case you wish to nominate more than one executive from your organisation/department.

Please note that the nominee(s) is/are requested to carry the proof of Medical Insurance. The Sponsoring Agency is required to endorse the nominee's medical coverage in the event of hospitalisation.

I look forward to receiving nomination(s) from your organisation/department latest by September 9, 2019.

With best wishes,

Sincerely,

P.Subhashini

Encl : Brochure and Nomination Form



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

Nomination Form
Programme on
Psychology of Influence and Persuasion
(September 16 - 18, 2019)

Nominee's Contact Information

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	Office: _____	Mobile: _____	Home: _____
e-mail :	_____	Fax :	_____

Sponsors Details

Name of the Sponsoring Authority:	_____	Designation:	_____
Organisation :	_____		
GSTIN Number:	_____		
Address :	_____		
	_____	Pincode :	_____
Phone(s) :	Office: _____	Mobile: _____	_____
e-mail :	_____	Fax :	_____

Fee particulars

Amount Payable :	_____	Mode of Payment (DD/Ch/NEFT) :	_____
Name of the Bank :	_____	Date of Instrument/Transfer :	_____
Instrument Number :	_____	UTR Number for NEFT	_____

Medical Insurance :

Name of the Insurance Agency	Policy Number	Validity upto

Note: Coverage should be available in Hyderabad, India.

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in