

Benefits of CogitoPraxis Advice

These benefits apply to organisations and to individuals

Awareness

- enhanced self-awareness
- increased awareness of 'the other'
- heightened situational awareness

Understanding

- nature and sources of influence
- forms of influence
- methods of influence

Skills

- writing
- speaking
- media

Techniques

- how to be persuasive
- how to be impressive
- how to be authoritative

Adaptability

- influence and gender
- influence and example
- influence and authority

Confidence

- preparedness
- flexibility
- serenity

Goals

- audiences
- purposes
- effectiveness

Empowerment

- choices
- consequences
- you the influencer