

Building Trust and Influence

19 – 23 October 2026
Amsterdam (Netherlands)

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Introduction

This advanced course is designed for professionals seeking to enhance their ability to build trust and influence in complex, high-stakes environments. Participants will learn how to leverage psychological principles, advanced communication strategies, and strategic influence tactics to establish and sustain trust in relationships, teams, and organizations. By mastering sophisticated trust-building methods, participants will sharpen their leadership capabilities and create a lasting impact. This course is ideal for leaders and decision-makers who wish to refine their ability to inspire confidence, drive collaboration, and influence key stakeholders.

Whether you're looking to improve building trust in business, enhance leadership building trust, or repair damaged relationships, this course will provide the advanced tools you need to succeed.

Course Objectives

By the end of this course, participants will:

- Master the psychological principles behind building trust and influence to create deeper connections.
- Develop advanced communication strategies to enhance credibility and trustworthiness.
- Learn how to influence others strategically without relying on formal authority.
- Strengthen your ability to build trust in high-pressure and complex situations.
- Learn how to repair and rebuild trust when it has been compromised.
- Understand the role of emotional intelligence in trust-building and influence.
- Develop advanced negotiation skills to influence outcomes while maintaining trust.
- Learn how to align trust-building strategies with long-term organizational goals.
- Understand how to use power dynamics and social influence to your advantage.
- Create a personalized action plan to sustain trust and influence over time.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. The board is checkered, and there are concentric circles in the background.

Course Outlines

Day 1: Advanced Psychological Foundations of Trust and Influence

- Explore the deep psychological drivers of trust-building, including cognitive biases, social influence, and perception.
- Learn advanced techniques for recognizing and navigating cognitive biases that can undermine trust.
- Study the role of emotional intelligence in influencing and building trust over time.
- Understand the interplay of trust and influence in organizational culture and decision-making processes.
- Analyze real-world case studies to identify trust-building and trust-breaking patterns in leadership.

Day 2: Advanced Communication Strategies for Building Trust

- Master advanced verbal and non-verbal communication techniques to establish trust instantly.
- Learn how to use empathetic communication to enhance trust and rapport.
- Study the art of persuasion using advanced storytelling techniques to reinforce credibility.
- Explore advanced framing techniques to influence how your messages are received.
- Understand how to read non-verbal cues and adjust your communication to maintain high levels of trust.

Day 3: Strategic Influence in Leadership and Organizational Decision-Making

- Delve into advanced influence models, including the use of social proof, authority, and scarcity.
- Learn how to influence key stakeholders across departments and levels of authority.
- Study the use of power in influence and how to navigate power dynamics effectively.
- Develop strategies for influencing decisions in uncertain and rapidly changing environments.
- Understand the ethical considerations when using influence to maintain integrity and trust.

Day 4: Rebuilding Trust During Conflict and Crisis

- Develop advanced conflict management techniques to restore trust when it has been damaged.
- Learn how to rebuild relationships after a breakdown of trust using effective communication and negotiation.
- Study the role of vulnerability and transparency in overcoming trust breaches.
- Master the process of conflict mediation and turning conflict into an opportunity for trust-building.
- Analyze case studies where trust was restored after organizational crises and leadership failures.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The board is checkered and has a subtle grid pattern.

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Day 5: Sustaining Influence and Trust for Long-Term Leadership Success

- Learn how to sustain influence and trust over time, especially during leadership transitions or organizational change.
- Understand how consistency, transparency, and ethical decision-making play key roles in long-term trust.
- Learn to create a culture of trust within teams and across the organization.
- Develop strategies for embedding trust-building practices into your leadership style for sustained impact.
- Create a personalized action plan to ensure continued growth in trust and influence in the future.

Why Attend This Course: Wins & Losses!

- Master advanced techniques for building trust and maintaining it in high-pressure environments.
- Gain strategies to communicate effectively and influence without relying on formal authority.
- Learn to repair damaged trust and restore relationships with key stakeholders.
- Enhance your leadership effectiveness by understanding the psychological foundations of trust.
- Develop advanced negotiation and persuasion skills to drive results and maintain integrity.
- Strengthen your ability to influence organizational change while maintaining trust.
- Create sustainable trust and influence that aligns with organizational goals.
- Build a culture of trust within teams and long-lasting relationships with colleagues and clients.

Conclusion

The "Building Trust and Influence" course provides professionals with advanced strategies to establish, sustain, and repair trust while leveraging influence for leadership success. Through mastering psychological principles, communication techniques, and strategic influence tactics, participants will become stronger leaders capable of navigating complex relationships and achieving organizational success.

Whether you're interested in building trust in a relationship, building team trust, or enhancing your overall leadership influence, this course will equip you with the skills you need to succeed.

Enroll now to refine your leadership skills and drive impactful, trust-based success in your organization.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawn) in gold and silver. The text 'UK Training' is in a small font above the word 'PARTNER' in a large, bold, black font.

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