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behaviors or actions (persuading) of other people without necessarily having a formal authority over them.

The ability to effectively influence and persuade lies at the heart of our personal and professional lives. The capacity to persuade is the key to effective leadership; whether the goal is to convince one person in a face-to-face encounter, influence a group in a meeting, sway an entire organisation, or win over the broader community.

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Principles of Persuasion - INFLUENCE AT WORK

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People who are
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