Advanced Persuasion and Influencing Skills for Policing Training Course

Professional Development Training Course Outline

Category	Development	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Advanced Persuasion and Influencing Skills for Policing Training Course is designed to equip law enforcement professionals with **advanced communication**, **negotiation**, and **influencing skills** crucial for modern policing. In an era of heightened public scrutiny and complex social dynamics, the ability to de-escalate situations, secure voluntary compliance, and build community trust is more critical than ever. This program moves beyond basic communication, delving into the **psychology of influence**, **persuasion principles**, and **non-verbal cues** to provide officers with a powerful toolkit for achieving peaceful and effective outcomes in diverse scenarios.

Participants will learn to apply evidence-based strategies to manage high-stakes interactions, from crisis negotiations to routine community engagements. By mastering the art of **ethical persuasion** and **strategic communication**, officers can foster stronger relationships with the public, enhance team collaboration, and ultimately reduce the need for force. The course emphasizes practical application through **scenario-based training** and **case studies**, ensuring that these critical skills are not just understood but can be immediately implemented in the field.

Programme Curriculum

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Course Duration

5 days

Course Objectives

Upon completion of this course, participants will be able to:

1. De-escalate volatile situations using advanced verbal tactics and emotional intelligence.
2. Apply the six principles of influence to gain voluntary compliance and cooperation.
3. Master active listening and empathetic communication to build rapport and trust.
4. Develop a deep understanding of the psychology of negotiation and decision-making.
5. Effectively manage interpersonal dynamics in high-pressure environments.
6. Utilize non-verbal communication to project authority and calmness.
7. Recognize and counter common persuasion gambits and manipulative tactics.
8. Craft compelling arguments for internal and external stakeholders, from community members to command staff.
9. Enhance crisis negotiation skills for hostage and barricade situations.
10. Improve community policing outcomes through stronger public relations.
11. Build team cohesion and resolve internal conflicts using influencing principles.
12. Conduct more effective interrogations and investigative interviews.
13. Leverage persuasive leadership to motivate teams and drive organizational change.

Organizational Benefits

- Officers equipped with these skills can build stronger, more positive relationships with the community, leading to increased cooperation and a better public image.
- By de-escalating conflicts and gaining voluntary compliance, the need for physical force or coercive measures is minimized, reducing liability and improving officer and public safety.
- Enhanced negotiation and influencing skills lead to more successful crisis resolutions, efficient investigations, and better outcomes in complex incidents.
- The training fosters better internal communication, conflict resolution, and leadership capabilities, leading to more cohesive and high-performing teams.
- Fewer use-of-force complaints, reduced legal fees, and more efficient operations contribute to significant long-term financial savings for the agency.

Target Audience

1. Patrol Officers and First Responders
2. Crisis Negotiators and SWAT Team Members
3. Community Policing Officers and Liaisons
4. Detectives and Criminal Investigators

5. Field Training Officers (FTOs)
6. Police Sergeants, Lieutenants, and Managers
7. Public Information Officers (PIOs)
8. Internal Affairs and Professional Standards personnel

Course Outline

Module 1: The Psychology of Influence & Persuasion

- Understanding the brain's decision-making process in high-stress situations.
- The six principles of persuasion: Reciprocity, Scarcity, Authority, Consistency, Liking, and Social Proof.
- Identifying and leveraging psychological triggers for positive outcomes.
- The difference between ethical influence and manipulation.
- **Case Study:** The FBI's approach to crisis negotiations, analyzing how negotiators build rapport and gain trust with hostage-takers.

Module 2: Advanced Verbal De-escalation Techniques

- Mastering the **LEAP** model: Listen, Empathize, Agree, Partner.
- Using verbal judo to redirect conversations and neutralize aggression.
- Techniques for managing emotional outbursts and personal attacks.
- Language patterns and tone control for commanding attention without aggression.
- **Case Study:** Analyzing body-camera footage of a de-escalation incident where an officer successfully diffused a tense public confrontation without the use of force.

Module 3: Non-Verbal Communication & Tactical Presence

- Reading and interpreting micro-expressions and body language.
- Projecting confidence and authority through posture, gestures, and eye contact.
- The role of proxemics (personal space) in a tactical environment.
- Detecting deception and evaluating credibility during interviews.
- **Case Study:** Examining a cold-case interrogation where an officer's understanding of non-verbal cues led to a breakthrough in the case.

Module 4: Negotiation in High-Stakes Environments

- The **principles of crisis negotiation**: time, trust, and communication.
- Structuring a negotiation from first contact to resolution.
- Advanced techniques for dealing with irrational or suicidal subjects.
- Building a negotiation team and assigning roles.
- **Case Study:** The North Hollywood Shootout. A review of the communication and negotiation failures and successes during a real-world crisis event.

Module 5: Influencing Internal & External Stakeholders

- Persuading command staff on policy changes and resource allocation.
- Building a persuasive case for community initiatives and public support.
- Managing media interactions and shaping public perception.
- Resolving inter-departmental conflicts and fostering collaboration.
- **Case Study:** A police department's successful campaign to secure public support for a new community outreach program by strategically communicating its benefits.

Module 6: Persuasive Investigative Interviewing

- Developing rapport with subjects and witnesses to elicit information.
- Using cognitive interviewing techniques to enhance memory recall.
- Applying the **PEACE** model: Planning and Preparation, Engage and Explain, Account, Closure, and Evaluate.
- Recognizing signs of resistance and adapting your approach.
- **Case Study:** The case of the Golden State Killer. How persistent and persuasive interviewing techniques, along with DNA evidence, finally led to a confession.

Module 7: Leveraging Persuasion in Community Policing

- Building lasting relationships through empathetic engagement.
- Gaining community cooperation for crime prevention initiatives.
- Resolving neighborhood disputes without formal arrests.
- Using influence to empower community leaders and residents.
- **Case Study:** A local precinct's success story in reducing crime rates in a high-crime neighborhood by building trust and working directly with community members to implement solutions.

Module 8: Ethical Considerations & Personal Resilience

- The ethical boundaries of persuasion and avoiding manipulation.
- Maintaining objectivity and managing personal biases.
- Building mental resilience to withstand the emotional toll of high-stakes interactions.
- Self-care strategies for long-term career sustainability.
- **Case Study:** A review of a well-documented police corruption case, highlighting how a lack of ethical grounding in persuasion and influence can lead to devastating consequences.

Training Methodology

This program utilizes a highly interactive and practical training methodology, including:

- Expert-Led Lectures.
- Role-Playing & Scenario-Based Simulations.
- Interactive Group Discussions.
- Case Study Analysis.
- Video & Body-Camera Footage Review.
- Personalized Feedback.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com