



# THE ART OF PERSUASION: MASTERING INTERPERSONAL DYNAMICS AND NEGOTIATIONS

Atif Rahim Khan



(ONLINE-COHORT)

June 24th to July 7th, 2025

LUMSx is the center for online learning and professional development at LUMS. We extend LUMS' excellence in teaching and research beyond its borders by leveraging technology and innovative pedagogy. Our courses aim to bridge critical knowledge & skill gaps for Pakistani learners and to meet their diverse learning needs, we offer **Massive Open Online Courses (MOOCs)**, **Hybrid Courses**, **Synchronous (Live) Courses**, and **Free Open Online Courses (OpenCourseWare)**. We intend to harness technology for enhancing access, improving educational quality, and amplifying education's impact.



**Course Format:** Online-Cohort

**Language:** Bilingual

**Starting Date:** 24 Jun, 2025

**Registration Deadline:** 12 May, 2025

**Live Classes:** June 27th and July 7th

**Duration:** 2 Weeks

**Price:** PKR. 13,500

*\*If you enroll in the **Project Management Specialization**, you will get a discounted price for this course. Learn more on the next page*

# PROJECT MANAGEMENT SPECIALIZATION



The **Art of Persuasion Course** is also part of the Project Management Specialization:

Our Project Management Specialization is designed to equip you with the tools, strategies, and confidence to lead projects successfully in today's fast-paced digital world. Learn to plan, execute, and deliver results with precision while mastering the skills to inspire teams with our course on "The Art of Persuasion: Mastering Interpersonal Dynamics and Negotiations." The specialization contains two core courses:

1. **Project Management:** This introductory course covers the fundamentals of project management as well as tools and approaches for developing project management skills and managing successful projects.
2. **The Art of Persuasion:** This course delves deep into the mechanics of persuasive communication, equipping you with the tools to engage, influence, negotiate and persuade more effectively.



[LEARN MORE](#)

# ABOUT THIS COURSE



Are you eager to sharpen your persuasive skills to influence outcomes and foster collaborative environments in your workplace? Whether it's championing new ideas, engaging effectively with your boss, or navigating complex interpersonal dynamics, mastering the art of persuasion is crucial. Our online course, "The Art of Persuasion: Mastering Interpersonal Dynamics and Negotiations," is designed to transform your communication approach across professional settings.

This course delves deep into the mechanics of persuasive communication, equipping you with the tools to engage, influence, negotiate and persuade more effectively. Through a structured journey across various modules, you will learn to wield powerful questioning techniques, structure compelling arguments, and utilize strategic language to shape perceptions and drive decisions.

Each section of this course is designed to build a comprehensive skill set in persuasion, with each module focusing on a unique aspect of the process. You'll start by mastering the basics of persuasive communication, then advance through strategic networking, and finally tackle the challenges of dealing with difficult personalities and situations. A dedicated module on negotiations will equip you with strategies for using persuasion effectively in high-stakes discussions. Through real-world applications and interactive scenarios, you'll gain practical skills that can be applied immediately to both your professional and personal interactions.

Whether you're aiming to inspire your team, persuade upper management, or enhance your overall influence within your organization, this course offers the insights and techniques necessary to make a significant impact enhancing not just your persuasive abilities but also your professional relationships and career trajectory.

# WHAT WILL YOU LEARN



By the end of this course, you will be able to:

- Utilize powerful questioning techniques to enhance their persuasive abilities.
- Implement strategies to increase the likelihood of securing approvals from managers and senior leadership.
- Practice methods to strengthen their networking skills, leading to greater influence.
- Tailor their persuasive approaches based on the personality types of different individuals.
- Identify and apply effective persuasion techniques to navigate challenging situations and resolve conflicts.
- Leverage persuasion strategies to gain a competitive advantage in negotiations.

## IS THIS COURSE FOR YOU?

This course is designed for individuals seeking to enhance their persuasive skills in a professional context. It is particularly well-suited for recent graduates entering the workforce, as well as early to mid-career professionals from diverse industries.

The course aims to equip participants with essential skills to achieve desired outcomes, results, and actions from others through targeted strategies and techniques. It focuses specifically on the development of persuasive abilities and examines various facets of this critical area.

# MEET YOUR INSTRUCTOR



Course Instructor

**ATIF RAHIM KHAN**

*Adjunct Faculty*

*Suleman Dawood School of Business,  
LUMS*

Professor Atif Rahim Khan is a seasoned professional serving as Adjunct Faculty at the Lahore University of Management Sciences (LUMS) and concurrently holding the position of Senior Leadership, HR Consultant, and Facilitator at Avail. Professor Khan earned his MBA in International Management from the prestigious Thunderbird School of Global Management, where he also founded the Adrenaline Club.

Professor Khan's expertise lies in the realms of capacity development, leadership, human resources, and learning and development. With a rich and diverse career, he has contributed significantly to various organizations, including roles as Adviser at the Commonwealth Foundation, UK, and Senior Capacity Building Specialist at the Sustainable Development Policy Institute. Additionally, Professor Khan has served as an Assistant Professor at the Human Resources Development Center. In his role as an Adjunct Faculty member at the Lahore University of Management Sciences (LUMS) for the past 7 years, Professor Khan has imparted his extensive knowledge to undergraduate and MPhil students, focusing on communication, motivation, and leadership.

Professor Khan has received numerous accolades, including the Teaching Star Performer and Teaching Excellence Award, Certified Leadership Best Practice Expert, and participation in the Commonwealth Leadership Exchange, among many others.

# COURSE OUTLINE

## MODULE

## MODULE DESCRIPTION

<b>Welcome!</b>	In this module, you will get introduced the instructor and course content.
<b>Mastering Persuasive Communication</b>	In this module, you will master essential tools and techniques for impactful communication in the workplace. You will learn to use persuasive questions, structure compelling arguments, and explore strategies to influence leadership and team efforts.
<b>Strategic Networking for Enhancing Persuasion Skills</b>	In this module, you will learn to strategically use advocacy and gratitude to enhance your networking skills. You will explore the importance of reciprocal relationships, deepening connections through shared experiences, and techniques for maintaining effective professional conversations.
<b>Dealing with Difficult Personalities and Situations</b>	In this module, you will learn strategies for engaging with narcissists, diffusing anger, handling insults, and offering sincere apologies to rebuild trust. You will also cover how to identify and avoid conversational terrorism, equipping you to manage difficult interpersonal dynamics confidently in both personal and professional settings.
<b>Persuasion in Negotiations</b>	In this module, you will learn essential strategies for effective workplace negotiations, including information gathering, strategic use of silence, and handling complex negotiations with flexibility. You will explore advanced persuasive techniques like 'consistency traps' and conflict resolution to break deadlocks. By the end, you will be equipped to turn challenging negotiations into successful agreements.
<b>Conclusion</b>	In this module, you will conclude the course and provide your feedback.





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