

Influential Communication

Have you ever really thought about how you communicate? Every day, you speak, stand, and move without much thought. But are you aware of your unique communication style—and the impact it has on others? The **Influential Communication** Programme gives you the insight you need and, more importantly, the tools to communicate with purpose and power. Using our exclusive Influence Model® and hands-on exercises, you'll discover how to apply your skills consciously and with clarity and confidence. Master the art of powerful communication and watch yourself achieve more in every situation.



Ready to?

- ✓ Inspire Action
- ✓ Achieve Personal Growth
- ✓ Gain Insights into Your Communication Style
- ✓ Break Free from Old Habits
- ✓ Learn and Grow with Peers

What You'll Learn

During this intensive training, you'll learn how to communicate purposefully and effectively, adapting to your goals, the situation, and the person in front of you. It's a compact programme where you'll master the theory behind the Influence Model® and immediately learn how to apply it. Through focused practice and personalized feedback, you'll develop the skills to confidently handle resistance, inspire others, collaborate, confront when necessary, and motivate effectively.

Who Is It For?

This programme is designed for professionals from diverse industries, roles, and experience levels, creating a dynamic and enriching learning environment. To participate, you'll need to have a bachelor's degree or higher.

And Afterwards?

You'll leave this training transformed. Equipped with a versatile range of communication styles, you'll be able

to adapt seamlessly to any situation. You will also have gained the ability to interpret both verbal and nonverbal cues and respond appropriately. This is a skillset that will elevate your professional interactions and serve you throughout your career.

So, Why Join?

- A training programme that provides lifelong value
- Practical, insightful, and immediately applicable
- Learn with and from like-minded professionals
- Take control and achieve your goals
- Built on the proven foundation of the **Influence Model®**

You can't control what happens, but **you can control how you respond.**

What is the Influence Model®?

The Influence Model®, developed at Harvard, is a powerful, research-based framework that forms the foundation of Bureau Zuidema's philosophy. It covers all communication styles, giving you a clear understanding of what makes communication effective—and, more importantly, how to apply it. In the Netherlands, this model is exclusively available through Zuidema.

Our training locations

We've created an environment where you can focus entirely on yourself and your learning. No plastic coffee cups or boring, generic rooms here. Instead, you'll be in a beautiful setting where everything is taken care of for you. It's like stepping into a bubble—designed to help you relax, focus, and grow.

We even have custom-designed spaces for specific exercises, making your training experience not just effective, but unforgettable. This is what takes a great training to the next level.



House of influence Oosterbeek

Set in the stunning forests of the Veluwe.



House of influence Amsterdam

A tranquil oasis in the bustling heart of the city.

Do you have any questions?

Or would you like to find out if this training aligns with your goals?

Schedule a free consultation with one of our training advisors. They have in-depth knowledge of our programmes and ready to assist you in your decision-making.

Schedule a consultation:
zuidema.nl/en/consultation

Staying overnight?

Our training days wrap up with a group dinner, and we highly recommend staying overnight. It gives you time to absorb everything you've learned, make the most of your experience, and unwind with your group in a relaxed setting.

Who are the trainers?

You'll be guided by experienced trainers, each with over 1,000 hours of group facilitation experience—expertise that's invaluable. Alongside professionals just like you, your trainers will act as mirrors, helping you see and understand your behavior and its impact.

Theory isn't just taught; it's applied directly. You'll practice, experiment, and work through simulations based on your own work experiences. Along the way, you'll receive plenty of feedback, face challenges, and be encouraged to grow. Is it exciting? Yes. Educational? Absolutely.

We're here for you

Our support doesn't stop when the training ends. With access to the **Zuidema Influence Hub®**, our dedicated platform, you can track your progress, access practice materials, and get ongoing feedback.

At a Glance

Cost: Training €1,795, Package €275*

Duration: 2 days

Group Size: 6–9 participants

Language: English

Work Level: Bachelor's degree or higher

Preparation Time: 1 to 2 hours

Would you like to know more about dates, the timetable, locations, or the structure and content of the programme? Visit zuidema.nl/en/influential-communication

**We are
Bureau
Zuidema**

Since 1962, we've been a distinctive training agency doing things differently. With us, you won't just sit back and relax — we get you moving. We help you break patterns, gain insights, and truly experience what it means to grow. To learn. And most importantly: to do. That's why we've remained popular for decades, having trained over 150,000 professionals and counting.