MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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SUBLIMINAL PERSUASION FOR BETTER LEADERSHIP

""Influencing with Intention: Subtle Leadership Techniques to Motivate, Align & Inspire""

Schedule

Date	Venue	Fees (Face-to-Face)
04 – 05 Mar 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Leadership is not only about what is said, but also how it is conveyed. Subliminal persuasion involves using subtle yet powerful techniques to influence decisions, shape perceptions, and drive behavior—all without force or manipulation. Effective leaders master these invisible cues to build trust, alignment, and engagement.

This 2-day experiential training introduces the psychology and practice of subliminal persuasion in leadership. Participants will learn how to use tone, body language, storytelling, subconscious framing, and emotional triggers to improve communication, leadership presence, and team influence—while staying authentic and ethical.

Objectives

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

- Understand the psychology behind subliminal influence and non-verbal persuasion
- Apply subtle cues to enhance leadership communication and trust
- Use persuasive storytelling and framing techniques in decision-making
- Influence team behavior and motivation through subconscious triggers
- Recognize and counter manipulation tactics in workplace dynamics

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Why Attend

- Learn practical influence tools grounded in neuroscience and behavioral psychology
- Improve your ability to lead without commanding or micromanaging
- Build rapport and emotional resonance in team communication
- Develop greater control over how others perceive your leadership presence
- Equip yourself to lead change and gain buy-in through subtle strategies

Target Audience

This program is designed for:

- Leaders, managers, and supervisors in any industry
- HR professionals and organizational influencers
- Sales, marketing, and negotiation professionals
- Trainers, coaches, and team facilitators
- Anyone seeking to lead with greater presence and persuasion

Individual Benefits

Key competencies that will be developed include:

- Leadership presence and personal impact
- Emotional and social intelligence
- Subconscious framing and storytelling
- Non-verbal communication mastery
- Ethical influence and perception management

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger leadership effectiveness and communication impact
- Greater buy-in for initiatives and organizational changes
- More cohesive and motivated teams
- Reduced internal resistance and disengagement
- A workplace culture of influence without intimidation

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Influence psychology, subliminal theory, and leadership application
- Case Studies – Leaders who influence without formal authority
- Workshops – Framing conversations, posture, pacing, and tone modulation
- Peer Exchange – Interactive persuasion labs and feedback sessions
- Tools – Influence mapping templates, subconscious cue scripts, and credibility builders

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Course Outline

Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 – 02:00

Day 1: Foundations of Subliminal Influence

- Module 1: Understanding Subliminal Persuasion (07:30 – 09:30) • How humans make decisions subconsciously • Myths and science of subliminal influence • Ethical frameworks for responsible persuasion
- Module 2: The Subtle Signals of Leadership (09:45 – 11:15) • Tone, body language, pacing, and posture • Using spatial and vocal influence effectively • Leadership presence in non-verbal communication
- Module 3: Framing and Storytelling for Leaders (11:30 – 01:00) • How to frame choices to shape decisions • Embedding persuasive stories in meetings and messages • Metaphor, emotion, and repetition for retention
- Module 4: Workshop – Subconscious Communication Simulation (02:00 – 03:30) • Practicing delivery of messages using layered influence

Day 2: Persuasive Communication and Strategic Influence

- Module 5: Influence Without Authority (07:30 – 09:30) • Shaping perception and behavior in cross-functional teams • Gaining buy-in from skeptics and resistors • The power of silence, suggestion, and emotional appeal
- Module 6: Motivation and Priming Techniques (09:45 – 11:15) • Subconscious motivation drivers: certainty, status, autonomy • Priming environments and messages for outcomes • Encouraging action without explicit commands
- Module 7: Managing Resistance and Redirecting Focus (11:30 – 01:00) • Neutralizing objections through reframing • Managing difficult personalities with indirect approaches • Turning negative energy into momentum
- Module 8: Final Influence Simulation and Feedback (02:00 – 03:30) • Roleplay: delivering a tough message persuasively • Peer and facilitator feedback • Personal leadership influence action plan

Certification

Participants will receive a Certificate of Completion in Subliminal Persuasion for Better Leadership, affirming their ability to lead through ethical influence, enhanced communication, and subtle persuasion techniques that inspire followership and action.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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