

# PERSUASION AND INFLUENCE

Leaders must be convincing issue advocates, able to present their vision persuasively in order to have their ideas implemented and their programs supported. This ability is both rare and valued. It is vital in a wide variety of contexts: with employees, customers, vendors, managers, boards of directors. This program focuses on persuasive speaking skills, which increase your ability to develop a convincing message that motivates and inspire people to believe in and implement your vision.

You will learn research based, field-tested skills to:

- CONVINCING your audience how your message affects their lives.
- DISCOVER ways to be a dynamic speaker.
- CONVERT stage fright into productive energy.
- AVOID five language patterns that reduce your power and influence.
- MAINTAIN audience interest in what you have to say.
- INFLUENCE people by using all three modes of persuasion.
- ORGANIZE each presentation with clarity and impact.
- DISCOVER in every situation all the available means of persuasion.
- USE four types of evidence to strengthen your position.