

Persuading with Power & Principle

IN-HOUSE WORKSHOP

Increase your ability to effectively impact and persuade stakeholders in a variety of business situations. Key topics include: How to build on the *WIIFM* ("What's In It For Me?") with others; why *Idea Ownership* is critical in persuasion; calibrating the optimum pacing to inform and persuade; adjusting your style to your audience; and how to use a consultative approach versus a traditional sales push. Participants learn tools to analyze their audience, rapport skills to rapidly enhance relationships, and tools to achieve mutually profitable outcomes with stakeholders.



Appropriate For: Business professionals and leaders at all levels who are required to impact and persuade others over whom they have no direct authority, including high-potential leaders, project team members, sales and customer service professionals.

Formats: In-person workshop; conference seminar; virtual live workshops

Length: Half to full-day in-person; four to six hours for virtual workshops

WORKSHOP FEATURES

- One-day **Workshop format** accommodates 6 to 12 participants, **Conference Seminar format** up to 25
- Pre-workshop conference call with sponsor to discuss specific audience and objectives
- Post-workshop debriefing call with sponsor to discuss reinforcement and follow-up
- Participant materials for effective follow-up and application

Additional consulting services are available to further tailor *Persuading with Power & Principle* to your organization or diverse cross-cultural applications. The workshop may be packaged with 1:1 coaching sessions for participants. For an expanded robust two-day event, we can include additional content and practice exercises in conflict management or presentation skills. Details and pricing provided upon request.

For More Information and Pricing for Your In-House Workshop

Please Call 888-284-2442

to speak to one of our knowledgeable staff.