



Workshop Abstract

Session: Positive Persuasion

Even the best ideas are not always received with “welcomed arms” (especially if they represent a departure from previous methods). The way we craft and deliver our message can make a huge difference in whether others respond with resistance or support/acceptance. Fortunately, we have proven research available that addresses the art of persuasion. Our “Positive Persuasion” workshop will teach participants a genuine and effective approach to persuading others in a positive way.

Our Workshop

In this interactive session, participants will:

- ✓ Learn the top ten persuasion mistakes that people make (even with good intentions)
- ✓ Examine and practice core skills that impact your ability to recruit people to your ideas and initiatives
- ✓ Explore the roles of skepticism and trust in the persuasive process
- ✓ Practice a method for creating analogies and stories that impact both emotions and logic (and therefore, support and acceptance of your ideas)
- ✓ Practice a 5-step one-on-one conversation model for recruiting individuals to your ideas
- ✓ Interact with a specific model for crafting your message for larger audiences

Participants will leave the session with a concrete method for creating acceptance and support for their ideas that can be repeated in multiple situations. They will also walk out of the workshop having applied these principles to a current initiative that they can launch immediately. For best results, all participants should come to the session prepared to discuss a previous persuasion attempt that was unsuccessful as well as a current initiative that we can craft in the session.

Optional Materials: An optional resource for the session is Dr. Tim’s book “Coaching the Sale” which can be purchased for \$12.00 per book.

Contact information

For further information on these sessions feel free to contact us at Advantage Coaching & Training, Inc., 480 East Roosevelt Rd; Suite 105, West Chicago, IL, 60185; phone: (630) 293-0210 x 102; email: info@advantagecoaching.com