

The Art of Persuasion

Are you caught in the middle – trying to effectively reach the goals of your c-level executives and ensure your team is on board and truly understands what needs to be accomplished? Are you juggling handling all the details of your meeting/event and still ensuring it's communicated effectively? Are you doing more with less- then Mike's tips will be very helpful to you.

. The amount of information that employees must respond to each day is practically overwhelming and has subsequently become a major obstacle to success and productivity. To be heard above the din, we must communicate in a variety of situations with clarity and power. The individuals who possess these skills will have a significant competitive advantage in the marketplace.

Speaking on the Spot® is a practical, intensive workshop that is based on Aristotle's Rhetoric – clarity, passion, and credibility. This course is comprehensive and covers everything from structuring ideas, to making a point and proving it, to responding to difficult situations persuasively.

Persuasion Skills

- Master the skills necessary to respond thoughtfully and persuasively
 - Speak confidently in a variety of extemporaneous and difficult situations
 - Cultivate cooperation and understanding while being direct and clear
 - Organize your ideas clearly to deliver your message persuasively
 - Present and sell a product, service or idea convincingly
 - Understand how credibility is the foundation of true persuasiveness
 - View all challenging situations as learning opportunities
 - Develop the skills necessary to completely understand another person's point of view
 - Be an effective communicator in one-on-one meetings, small groups and large presentations
 - Use interesting and relevant examples, stories and analogies to drive your point home
 - Explain technical information in a simple and understandable way
- Discover the effectiveness of open, honest and authentic communication