



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Influence—**
Consistently directs situations and inspires people for an all-win environment.
- **Communications—**
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

RELATED COMPETENCY CATEGORIES:

- **Leadership—**
Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.
- **Results Oriented—**
Passionate about winning. Dedicated to achieving all-win solutions to situations.
- **Interpersonal Skills—**
Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.

Present to Persuade

SUMMARY

Most business professionals give presentations to persuade, either formally or informally. You find yourself in situations where, as a business professional, your goal is to persuade your audience to take action. Many individuals underestimate the amount of time that they spend in persuasive presentations. One of the goals of this module is to help every participant see how often they are persuading others to take action. Your ability to be persuasive in formal and informal presentations can be a significant factor in expanding your career opportunities in management, sales, or other leadership positions within your organization.

CONTEXT

One of the most common business presentations is the presentation to persuade. From salespeople persuading customers to safety directors persuading workers, many business professionals find themselves in the situation of trying to persuade their listeners to take action.

This module addresses the challenges with this type of presentation. It uses the process of putting yourself in your listener's situation in order to see their point of view. It reviews the importance of making your message clear, concise, and easy to understand. You look at the ways that you can use evidence to make your presentations more persuasive. You learn to incorporate the three elements of a superb persuasive presenter: earning the right to present on the topic, being excited about our topic, and being eager to share the importance of your message with your listeners.

At the completion of this module, participants will be able to:

- Follow a proven structure for persuasion
- Demonstrate the 3 E's of convincing listeners
- Apply the power of evidence
- Plan for a persuasive presentation

"Of the modes of persuasion furnished by the spoken word, there are three kinds. The first kind depends on the personal character of the speaker; the second on putting the audience into a certain frame of mind; the third on the proof, provided by the words of the speech itself."
—Aristotle (384-323 BC)