



Persuade me! (one or two days)

Is it some secret talent?

How is it that some people seem able to persuade us to do anything, while others find persuasion beyond them? This workshop explores the fundamental techniques of persuasion and applies them in a range of settings: conversation, meetings, and presentations among them.

The workshop builds on the centuries-old body of knowledge known as rhetoric, and adds key insights from modern science. We look how to generate clear ideas and express them with confidence – especially when having to think on the spot.

Objectives

As a result of attending this workshop, participants will be able to:

- use a range of different appeals to influence an audience;
- hold productive conversations;
- construct persuasive arguments; and
- inspire people to action.

Numbers on the course should be limited to **ten**.

Kairos Training Limited

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Outline programme

Key principles of communication

What is communication?

The three levels of communication

What's your objective?

Setting your personal goal

Set your persuasive goal: mood, mind or motion?

Three types of persuasion

What's the issue?

Getting the tense right

Three modes of appeal

Aristotle and the three musketeers

Distinguishing modes of appeal

Creating credibility

Fitting in with your audience

Establishing a reputation

Tugging the heartstrings: the power of emotion

Using emotion

From agreement to commitment

Constructing arguments

The grammar of argument

Finding warrants for your arguments

Finding the right words

Persuading in different circumstances

Arguing in conversations

Presenting to persuade

Action session

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