



OPERATIONAL LEADERSHIP: managerial

PERSUASIVE COMMUNICATION

Managerial Leadership often involves evaluating alternative courses of action, drawing conclusions and making recommendations for change. To successfully lead, the manager must be capable not only of evaluating and recommending the appropriate course of action, but also of communicating that recommendation in a manner that is compelling and persuasive. Persuasive Communication provides the participant with an understanding of how to communicate well thought out recommendations in a manner that gets results.

Objectives:

By the end of this workshop, participants will be able to:

- Describe the process of persuasion
- Identify key barriers to persuasion
- Demonstrate the principles of successful persuasive communication

