



Persuasive Communication

Objectives:

By the end of this workshop, participants will have the tools to:

- Define what makes communication effective
- Deliver a successful presentation
- Negotiate and manage difficult questions and situations
- Engage in conversations to achieve a successful outcome
- Understand the importance of adequate preparation



Summary

Persuasive Communication instructs participants in essential skills designed to equip managers to achieve consensus toward a desired goal.

The course includes practice role-play using realistic city council scenarios, examples of challenging questions and the appropriate way to interpret and respond in order to maintain focus on the end result, and real life examples for practical application.