

Connect! The Art and Science of Persuasive Communication

The ability to connect with people on a level that instills genuine trust and credibility and to communicate in ways that persuade and motivate has never been more important. Effective communication activates a physiological response in the listener (or reader) that drives belief and inspires action. Attendees will understand the science behind this type of communication and the art of delivering a powerful message with purpose and clarity. This session will identify the differences between effective approaches for written, verbal, and electronic communications. Attendees will learn the nuances of delivering technical information, the power of cultural influences, the science of negotiation, and how to handle difficult communications. They will leave the session knowing how to apply this knowledge in a variety of circumstances including interviewing, teambuilding, leadership and public speaking.

*Optional - This session offers a powerful, live EEG demonstration (visual representation of brain activity) allowing attendees to witness the cognitive patterns that correspond with the most effective communication techniques.

Major Subjects:

- The social and cognitive science of persuasion, trust and belief
- Secrets of communication that melt resistance to your message
- Techniques to quickly build credibility and influence
- Presenting in high-stakes situations with confidence
- Handling difficult communications and de-escalating contentious situations
- Negotiation and interviewing skills

Learning objectives: Attendees will learn powerful communication techniques that build credibility and trust. They will understand the science of persuasion, how to inspire belief and melt away resistance, and how to handle high-stakes and difficult communications under a variety of circumstances.

Level: Basic

Prerequisites: None

Advanced preparation: Not required

Hours: 1-8. Session available in 1-2 hour keynote format, a 1-4 hour presentation format or 2-8 hour workshop format.

Designed for: Analysts, auditors, governance and compliance professionals, and those working in the IT, HR, legal, and medical professions as well as executives, policymakers and other decision makers interested in enhancing the effectiveness of their communication.

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