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CHAMPIONING YOUR IDEAS AT WORK: BECOMING YOUR OWN BEST ADVOCATE
with Dr. John Daly
$425 (US) per person

VIRTUAL SESSION (3-HOUR)

CHAMPIONING YOUR IDEAS AT WORK: BECOMING YOUR OWN BEST ADVOCATE

Ideas matter. Innovations can change the future of companies. But in any organization, having good ideas is never enough. Those ideas also need to be marketed within companies. No matter what their functional role, executives and managers must regularly sell ideas to decision-makers, peers, and subordinates. In this highly interactive program, youll learn what it takes to successfully advocate your ideas. Successful advocates know how important it is to clearly communicate their ideas, how their reputations shape how people respond to their ideas, how they need to build partnerships and alliances with others in getting ideas adopted, how they must pre-sell any idea long before formal meetings, and how to be persuasive and influential in meetings. We will discuss new research on each of those topics, research that offers you interesting and surprising ways to champion innovations in your organization.

DR. JOHN DALY

DR. JOHN DALY is the Liddell Professor in the College of Communication, Distinguished Teaching Professor, and TCB Professor of Management at the University of Texas at Austin. He teaches graduate and undergraduate courses on topics such as interpersonal communication, organizational behavior, and advocacy and persuasion. He has won every major undergraduate teaching award at the University of Texas.He has published more than one hundred scholarly articles, and completed nine books, including, most recently, Advocacy: Championing Ideas and Influencing Others (Yale) as well as The SAGE Handbook of Interpersonal Communication. He has served as President of the National Communication Association and on the Board of Directors of the International Communication Association and the International Customer Service Association. His work has appeared in major popular outlets like the Washington Post, Wall Street Journal, and New York Times. He has worked with Goldman Sachs, Morgan Stanley, Marriott, American Airlines, Roche, Amgen, Pfizer, Astra-Zeneca, State Farm, Kraft, ExxonMobil, Shell, Texas Instruments, UPS, FedEx-Kinkos, 3M, Dell, IBM, AT&T, USAA, Prudential, and Samsung, among many others.

TOPICS COVERED

WHY ADVOCACY MATTERS

WHY HAVING A GOOD IDEA IS NOT ENOUGH, YOU ALSO HAVE TO "MARKET" THAT IDEA

EFFECTIVELY COMMUNICATING YOUR IDEA

WAYS TO ORGANIZE YOUR MESSAGE TO ENSURE MEMORABILITY
HOW TO FRAME IDEAS SO THEY ARE PERSUASIVE

BUILDING CREDIBILITY AND AFFINITY

WHY A PERSONAL BRAND MATTERS; WHY THE "BRAND NAME" OF YOUR TEAM MATTERS
WAYS TO DISCOVER AND ENHANCING YOUR BRAND NAME-SHAPING PERCEPTIONS OF TRUSTWORTHINESS, COMPETENCE, AND SOCIAL EFFECTIVENESS

CREATING PARTNERSHIPS

THE VALUE OF NARRATIVE-HOW TO SUCCESSFULLY TELL STORIES THAT ARE PERSUASIVE

PRE-SELLING-THE MORE IMPORTANT THE ISSUE IS, THE MORE IT NEEDS "SOLD" BEFORE ANY FORMAL MEETING

MARKETING YOUR IDEAS INTERNALLY-BUILDING THE CASE FOR YOUR IDEA
UNDERSTANDING WHAT MOTIVATES DECISION MAKERS
SUCCESSFULLY HANDLING OBJECTIONS

INFLUENCING SKILLS

HOW TO PERSUADE DECISION-MAKERS TO "BUY" YOUR IDEA
OVERCOMING RESISTANCE TO YOUR IDEA

FOR REGISTRATION PLEASE CONTACT: - IMS Regional Director -
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