

Time Allocation - Topics

5% Why Advocacy Matters

- Why having a good idea is not enough, you also have to market that idea

15% Effectively Communicating Your Idea

- Ways to organize your message to ensure memorability
- How to frame ideas so they are persuasive

15% Building Credibility and Affinity

- Why a personal brand matters; why the brand name of your team matters
- Ways to discover and enhancing your brand nameshaping perceptions of trustworthiness, competence, and social effectiveness

20% Creating Partnerships

- The value of narrativehow to successfully tell stories that are persuasive

25% Pre-sellingthe more important the issue is, the more it needs sold before any formal meeting

- Marketing your ideas internallybuilding the case for your idea
- Understanding what motivates decision makers
- Successfully handling objections

20% Influencing Skills

- How to persuade decision-makers to buy your idea
- Overcoming resistance to your idea

Focus

Primary - Leadership Development

Adaptability, Communication, Empathy, Initiative, Interpersonal Relations, Judgment, Motivation

Secondary - Planning/Organizing

Decision Making, Use of Authority, Coordination

Tertiary - Executing/Controlling/Evaluating

Problem Identification, Analysis, Evaluating Alternative Solutions

Level

Introductory Intermediate Advanced

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