



## 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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