



## Championing Your Ideas at Work: Becoming Your Own Best Advocate

### Session Details

Faculty:	Dr. John Daly	Date:	Wednesday, September 18, 2019
Location:	One Financial Center 675 Atlantic Ave, Fl 2, Boston, MA 02111	Sign In:	8:30 AM
Phone:	+1.857.383.3464	Session:	9:00 AM - 4:00 PM

### Session Description

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.

### Biography

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.

### 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 narrative how to successfully tell stories that are persuasive

#### 25% 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

#### 20% Influencing Skills

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

FOR REGISTRATIONS PLEASE CONTACT: **Jay Bennett**  
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