

# PERSUASIVE COMMUNICATION

## Persuasive techniques at your fingertips



Our success in the business world depends upon our ability to persuade and influence others. We constantly try to convince our clients and colleagues to support us, trust us, and believe in us. To achieve our strategic goals, we must develop the mindset of a salesperson and put our persuasive communication skills to work.

In this three-day program, we will explore theories and techniques that inspire the art of persuasive communication. Through experiential activities and exercises, participants will learn how to analyze and respond to audience concerns, use different types of appeals to their advantage, and develop an effective pitch for a product or proposal. Participants will leave the program with new strategies to get others to “buy” or “buy into” what they are selling.

## FACULTY

Steven D. Cohen is an associate professor and the Faculty Director for Business Communication at the Johns Hopkins Carey Business School. He is an accomplished scholar and dynamic trainer who has brought research-based insights to companies in a wide range of industries. Dr. Cohen has been quoted in media outlets such as the Financial Times, Slate, Huffington Post, Inc., New York Magazine, and NBC News. He also was featured in the BBC Radio documentary, “Churchill’s Secret Cabinet.”



Dr. Cohen’s work has appeared in national and international publications, including College Teaching, Communication Teacher, The International Journal of Listening, Listening Education, Relevant Rhetoric, and Toastmaster magazine. He has presented his research at top-tier academic conferences, such as the National Communication Association Convention and the Association of American Colleges & Universities Annual Meeting. Dr. Cohen is the author of two books, Public Speaking: The Path to Success and Lessons from the Podium: Public Speaking as a Leadership Art. Prior to his academic career, Dr. Cohen was an assistant vice president and team leader at Bank of America and later became a senior strategy consultant at IBM Global Business Services. He holds a PhD in communication from the University of Maryland and a master’s degree in public policy from Harvard University.

## WHO SHOULD ATTEND

This program targets individuals who want to become more effective at influencing and persuading others at work. It is especially appropriate for professionals and entrepreneurs who regularly pitch ideas, projects, and proposals. Individuals in both sales and non-sales roles will find this program directly applicable to their professional endeavors.

## TUITION

**\$3,800** for the 3-day course

**20% discount** to JHU and JHHS employees \$2,560

**JHU employees may use tuition remission for the seminar**

## LOCATION

Online

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## Course Agenda

### DAY 1

8:30AM-9:00AM

SIGN-IN AVAILABLE

9:00AM-12:00PM

*(Including a Coffee Break)*

**MORNING SESSION: Developing a Persuasive Mindset**

- Managing First Impressions
- Default Communication Settings
- Building Blocks of Persuasion

12:00PM-1:00PM

BREAK AND AFTERNOON PREPARATION

1:00PM-4:00PM

*(Including a Coffee Break)*

**AFTERNOON SESSION: Crafting Your Pitch**

- Structuring Your Ideas
- Topic Breakout Discussions
- Coursework Preparation

### DAY 2

8:30AM-9:00AM

SIGN-IN AVAILABLE

9:00AM-12:00PM

*(Including a Coffee Break)*

**MORNING SESSION: Influencing Others**

- Principles of Influence
- The Scholarship Case
- Case Debriefing

12:00PM-1:00PM

BREAK AND AFTERNOON PREPARATION

1:00PM-4:00PM

*(Including a Coffee Break)*

**AFTERNOON SESSION: Persuasion at Work**

- Six Principles of Influence
- The Art of Practice
- Coursework Preparation

### DAY 3

8:30AM-9:00AM

SIGN-IN AVAILABLE

9:00AM-12:00PM

*(Including a Coffee Break)*

**MORNING SESSION: Delivering Your Pitch**

- Polishing Your Delivery
- Providing Constructive Feedback
- Individual Pitches (Groups A & B)

12:00PM-1:00PM

BREAK AND AFTERNOON PREPARATION

1:00PM-4:00PM

*(Including a Coffee Break)*

**AFTERNOON SESSION: Reflecting on Your Pitch**

- Debriefing & Self-Evaluation
- Building Relationships
- Mastering the Techniques