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 assistant professor and the academic program director for Executive Education at the Johns Hopkins Carey Business School. He is an accomplished scholar and dynamic trainer who has brought research-based insights to clients in a wide range of industries. Dr. Cohen has been quoted in publications such as the *Financial Times, Slate, Huffington Post, Inc.*, and *New York Magazine* and 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. It is especially appropriate for employees 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.

**FEES**

- $3,800 for the 3-day seminar
- 20% discount to JHU and JHHS employees: $3,040
- JHU employees may use tuition remission for the seminar

**LOCATION**

Baltimore Harbor East
<table>
<thead>
<tr>
<th>Day 1</th>
<th>8:30AM - 9:00AM</th>
<th>Registration and Breakfast</th>
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<tbody>
<tr>
<td></td>
<td>9:00AM - 12:00PM</td>
<td>Morning Session (including a Coffee Break)</td>
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<td>12:00PM - 1:00PM</td>
<td>Lunch and Afternoon Preparation</td>
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<td>1:00PM - 4:00PM</td>
<td>Afternoon Session (including a Coffee Break)</td>
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**DAY 1 Sessions**

**Morning Session**
- Developing a Persuasive Mindset
  - Introducing Yourself
  - Getting on the Balcony
  - Adjusting Default Communication Settings

**Afternoon Session**
- Fundamentals of Persuasion
  - Preparing for the Sale
  - Exploring the Building Blocks
  - Using the Motivated Sequence

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<thead>
<tr>
<th>Day 2</th>
<th>8:30AM - 9:00AM</th>
<th>Registration and Breakfast</th>
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**DAY 2 Sessions**

**Morning Session**
- Influencing Others
  - Principles of Influence
  - The Scholarship Case Study
  - Group Discussions

**Afternoon Session**
- Persuasion at Work
  - Names and Taglines
  - Revisiting the Motivated Sequence
  - Persuasive Pitch Workshop

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<tr>
<th>Day 3</th>
<th>8:30AM - 9:00AM</th>
<th>Registration and Breakfast</th>
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**DAY 3 Sessions**

**Morning Session**
- Persuasion in Action
  - Pitches (Group A)
  - Debriefing
  - Closing the Deal

**Afternoon Session**
- Persuasion in Action
  - Pitches (Group B)
  - Debriefing
  - Refining Your Pitch Over Time

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