Our success in the business world depends upon our ability to persuade and influence others. We constantly are trying 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 underlie 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 in” to 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 serves individual contributors and managers 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
Course Schedule

DAY 1

8:30AM - 9:00AM
REGISTRATION AND BREAKFAST

MORNING SESSION (INCLUDING A COFFEE BREAK)
DEVELOPING A PERSUASIVE MINDSET
• Introducing Yourself
• Getting on the Balcony
• Adjusting Default Communication Settings

9:00AM - 12:00PM
MORNING SESSION (INCLUDING A COFFEE BREAK)
DEVELOPING A PERSUASIVE MINDSET
• Introducing Yourself
• Getting on the Balcony
• Adjusting Default Communication Settings

12:00PM - 1:00PM
LUNCH AND AFTERNOON PREPARATION

1:00PM - 4:00PM
AFTERNOON SESSION (INCLUDING A COFFEE BREAK)
FUNDAMENTALS OF A PERSUASION
• Preparing for the Sale
• Exploring the Building Blocks
• Using the Motivated Sequence

DAY 2

8:30AM - 9:00AM
REGISTRATION AND BREAKFAST

MORNING SESSION (INCLUDING A COFFEE BREAK)
INFLUENCING OTHERS
• Principles of Influence
• The Scholarship Case Study
• Group Discussions

9:00AM - 12:00PM
MORNING SESSION (INCLUDING A COFFEE BREAK)
INFLUENCING OTHERS
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12:00PM - 1:00PM
LUNCH AND AFTERNOON PREPARATION

1:00PM - 4:00PM
AFTERNOON SESSION (INCLUDING A COFFEE BREAK)
PERSUASION AT WORK
• Names and Taglines
• Revisiting the Motivated Sequence
• Persuasive Pitch Workshop

DAY 3

8:30AM - 9:00AM
REGISTRATION AND BREAKFAST

MORNING SESSION (INCLUDING A COFFEE BREAK)
PERSUASION IN ACTION
• Pitches (Group A)
• Debriefing
• Closing the Deal

9:00AM - 12:00PM
MORNING SESSION (INCLUDING A COFFEE BREAK)
PERSUASION IN ACTION
• Pitches (Group A)
• Debriefing
• Closing the Deal

12:00PM - 1:00PM
LUNCH AND AFTERNOON PREPARATION

1:00PM - 4:00PM
AFTERNOON SESSION (INCLUDING A COFFEE BREAK)
PERSUASION IN ACTION
• Pitches (Group B)
• Debriefing
• Refining Your Pitch Over Time

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