



Executive Development

UCD Michael Smurfit Graduate Business School



INFLUENCE AND PERSUASIVE COMMUNICATIONS

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THREE-DAY COURSE

INFLUENCE AND PERSUASIVE COMMUNICATIONS

Clear and powerful communication is vital for accomplishing any business objective, particularly in today's economic climate. To be effective, executives must be able to engage and influence diverse stakeholders, including clients, colleagues, employees and top management. Throughout this three-day programme, discover how to speak powerfully and communicate effectively in a variety of contexts, capture the attention of your audience and make your body language work to your advantage.



PROGRAMME OVERVIEW

The programme presents a wide range of practical tools and concepts designed to strengthen executives' abilities on multiple levels. Participants will learn how to use emotional and rational intelligence to persuade others in one-on-one situations and when delivering presentations to a large audience. They will also acquire techniques for establishing credibility and managing nervous energy.

This highly interactive programme offers participants individualised assessment and group feedback sessions. Participants will have the chance to gain expertise in delivering different kinds of speeches, including visionary and special occasion addresses. The programme also explores the art of storytelling and how to overcome the challenges of communicating in another language.

WHO IS THIS PROGRAMME FOR?

- Managers who realise they need to improve their communication skills
- Managers to wish to develop a style that fosters commitment among team members and stakeholders
- Professionals who lead large teams, manage client relationships and deal with the general public

WHAT WILL I GET FROM THIS PROGRAMME?

The programme will provide you with the skills to design and deliver different types of speeches and presentations successfully.

It uses emotional and rational intelligence as a means of persuasion. It will help you make a memorable and lasting impact on your audience through the power of storytelling and it will help you understand crucial nonverbal aspects of communication: authority, energy and audience awareness.

PROGRAMME CONTENT

The programme runs over three days and content includes:

Personal Assessment

Understand and develop your own communication style to become more effective and inspire those around you by assessing your own individual needs and objectives.

Content and Speaking Style

Effective speeches take time and forethought. Learn how to open and close speeches successfully, plan content effectively and enhance your speaking style so that you project authority, energy and audience awareness.

Nonverbal Aspects of Communication

Learn to control emotions such as nervousness and shyness in order to maximise personal self-confidence, gain credibility with the audience and achieve consistency between the verbal and nonverbal aspects of your message.

Discover the importance of first impressions and how to create positive connection between speaker and audience. Develop self-awareness and manage your own personal image by understanding gestures, expressions and appearance.

FACULTY

Programme Director Conor Neill has a degree in Psychology and Artificial Intelligence and an MBA from IESE Business School. He has been teaching Leadership Communication programmes for over 10 years and is a Lecturer at IESE Business School in Barcelona as well as running the IESE Leadership Communications courses for MBA and Executive MBAs and many senior director programmes. He has worked with organisations such as Accenture, Applus, Barcelona Activa, Microsoft, Novartis, IBM and Santander Bank delivering seminars on Leadership through Communication.



The Power of Storytelling

Understand the power of storytelling, a valuable skill that will help you transmit your vision, project or brand to any audience. Learn to draw upon your own personal experiences to make a memorable and lasting impact on others.

The Link between Communication and Leadership Style

To become an effective leader, you have to become a great communicator. Communication styles are either inclined towards a detailed and argumentative approach or a persuasive and motivational one. Although most managers may find one or the other more natural, good speakers should be able to master both styles. The truth is that everyone should develop the skill of using the other style with some degree of effectiveness.

Four Speech Models

You will analyse four case studies that focus on world leaders with different leadership and communication styles: the inspirer, the negotiator, the persuader and the winner of arguments. Identify the “best practices” of these successful communicators to strengthen your own unique communication style.

Practical Tasks

During the programme, you will be making various types of presentations and will receive valuable feedback from peers and faculty. The presentation styles include:

- The rational-based speech, used for interviews, informal meetings and business presentations
- The special occasion speech, aimed at persuading or inspiring others in times of crisis or corporate restructuring
- The visionary speech, designed to gain credibility and obtain buy-in for your project or idea

Each of the three days involve the preparation and delivery of a new speech. The days are divided as follows:

Day 1: Leadership Communication: Point X; Logos, Ethos and Pathos

- Persuasion requires connecting on three levels - Aristotle's triad of Persuasion: Logos, Ethos & Pathos (Logic, Credibility and Commitment)

- Speech Act Theory: The 3 levels of communication - Locution, Illocution and Perlocution. Point X
- Persuasion is not manipulation. Manipulation is getting another to do something that serves me. Persuasion is getting others to do something that serves them and me

Developing the Logos-Basis Speech

- The Logos-based speech structure: Powerful Openings: There are only 3 ways to start a persuasive speech. Move people with Benefits not Features. Close strongly: the 2 types of persuasive close
- Body Language: Authority, Energy and Audience engagement
- Preparing to Perform: developing mental strength, overcoming anxiety: The 4 ways to handle anxiety
- 5 Aspects of a Powerful Voice: How to improve the power and quality of your voice

Day 2: Developing the Ethos-Basis Speech

- The Ethos-based speech structure: Credibility building as a Leader

Day 3: Developing the Pathos-Basis Speech

- The Pathos-based speech structure: Articulating and emphasising company culture & values; Inspiring others

Authentic Leadership: Identity; Personal Story

- Identity: Resolving the Conflict between What I want of “me” and What society wants of “me”
- Simple story: engaging audience, moving to action with emotion. Reason is absolutely necessary, yet the most powerful, persuasive communication has a deeply human element; often delivered simply and personally through the telling of stories
- Framing your Argument: The 6 Laws of Scientific Influence
- Selling Value: Asking powerful questions, overcoming objections, the checklist sale

Authentic Leadership: Making it a Habit; The 20 Mile March

- Creating self-disciplined habits. “The signature of mediocrity is chronic inconsistency. Consistency is the hallmark of success.” —Jim Collins.

PROGRAMME DETAILS

Structure

The programme makes use of a number of highly dynamic and interactive teaching methods, including individual feedback sessions, case studies, classroom discussions, lectures and practical exercises.

Participants are divided into small groups designed to foster a high level of trust between participants and faculty, thereby creating a powerful and enriching learning environment.

The programme is delivered over three consecutive days on campus at UCD Michael Smurfit Graduate Business School, Blackrock, Co. Dublin.

Fees

The fee of €2,000 is a comprehensive cost that includes your tuition, all course related materials, lunches and refreshments while on campus etc. There are no additional overheads.

Application Procedure

If you would like to apply for this programme, please contact a member of our team on +353 1 716 8889 or email exec.dev@ucd.ie

“Conor is a challenging and engaging speaker with expert knowledge in the area of communication. His session was fast paced and energetic. I brought many of the concepts back to work with me and put it to use in communicating, influencing and presenting to people here at Davy.”

Joan McGrath; Head of Human Resources at Davy

“I found the one-day Persuasive Communications masterclass with Conor Neill hugely beneficial on a number of levels, it takes you out of your comfort zone and puts you in a position where you have nowhere to hide. It showed me the benefits of how using positive body language and using words in a precise and economical way can be a powerful tool. It has given me the ability to perform better in a group situation and perfect my presentation skills to a new level.”

Stephen Joyce; National Sales Manager at UTV Radio Solutions

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