

THE ART OF STRATEGIC PERSUASION

Practical tools to break down silos and gain buy-in for your ideas

In a sea of good ideas, how do you know which one to pursue? Asking others to ‘trust you’ doesn’t always cut it. In today’s fast-paced and complex business environment, good ideas can be quickly shot down – even those that might have potential to generate millions in value. To thrive, ideas must be sold. People need a reason to care and pay attention to an idea that may not currently be on their list of priorities.

Moreover, today’s leaders work with an average of up to 10 additional groups to get work done. Because leaders don’t have authority over all 10, persuasion is a key tool for gaining support. This competency is often called “influence without authority.”

Dr. Mario Moussa, author of *The Art of Woo*, breaks down the art of persuasion, enabling leaders to:

- Develop situational awareness to determine an organization’s readiness for an idea, which enables leaders to be strategic in how they present the idea to key stakeholders
- Analyze barriers that may prevent others from being supportive of the idea
- Identify persuasion styles and communication preferences within their team and the greater organization
- Create a strategic plan to advance ideas, gain buy-in, and build support throughout the organization

Developed in partnership with:



This course combines a research-based framework, strategies and tools for communicating with diverse groups, and a proven work plan for moving an idea from concept to implementation.

OUTCOMES

- Identify barriers that impede a team’s ability to collaborate and share ideas
- Create a strategic approach to gain support for ideas throughout an organization
- Evaluate an audience and frame a pitch so that it resonates well with stakeholders

YOU WILL

- Understand the difference between influence and authority and how you can develop skills to persuade others at all levels of the organization
- Discover how to build trust and credibility with stakeholders outside your immediate network
- Evaluate your personal persuasion style and identify how you can adjust your style to connect with your audience

ABOUT THE AUTHOR



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- *Adjunct Instructor, NYU and Educator, Duke Corporate Education*
- *Consultant, The Aresty Institute of Executive Education, The Wharton School*
- *Co-author, The Art of Woo: Using Strategic Persuasion to Sell Your Ideas, and Committed Teams: Three Steps to Inspiring Passion and Performance*

COURSE OUTLINE

DAY 1 CONSIDER ALL ASPECTS	DAY 2 MAKE CONNECTIONS & BUILD TRUST	DAY 3 TAILORING YOUR APPROACH	DAY 4 FRAMING YOUR PITCH	DAY 5 INTERACTIVE CAPSTONE
<ul style="list-style-type: none"> • Example: The Crash and Burn • What it Means to Persuade • Consider Your Situation • The 4-C Framework 	<ul style="list-style-type: none"> • Have a Goal in Mind • Example: Reboot • Building Trust and Rapport • Silos are Psychological • Practice 	<ul style="list-style-type: none"> • Introduction to Persuasion Styles • Assess Your Persuasion Style • Use STAR to Tailor Your Pitch • Example: Time to Tailor 	<ul style="list-style-type: none"> • The Six Channels of Persuasion • Example: The Pitch, Take 2 • The Woo Worksheet • Connect and Make a 30 Day Plan 	<ul style="list-style-type: none"> • Options include Video Response, Online Discussion, or Live Event • Cohort members and expert(s) exchange ideas about content significance, application, and follow through