

**WORKSHOPS
THAT WORK**



THE ART OF PERSUASION

AFFECT GENUINE CHANGE & MOVE YOUR AUDIENCE TOWARDS ACTION

We've all experienced situations in the corporate world, in sales, in politics or activism, where the representative used dishonest tactics, aggressive manipulation, or coercion to strong arm you into making a decision. Ironically, the decision is usually to avoid those negative feelings and never do business with that individual or company ever again.

True persuasion that affects lasting change doesn't need to use these negative techniques. With this insightful and practical workshop, you will learn there is a much better way to generate genuine change in your audience's values or opinions and move them in a positive way towards taking desired actions.



Inform vs. Persuade

Learn the distinct differences between informing your audience versus persuading them.



Preparation Before Persuasion

Examine the areas of analysis and types of content that are essential to effective persuasion.



Crafting Your Message

Put it all together and learn how to build an effective persuasive message.



ABOUT YOUR INSTRUCTOR:

Tiffany Olson earned a B.S. and M.S. in Communication at Illinois State University. She has nearly 30 years of teaching experience, both in the college classroom and in the corporate environment. She enjoys helping her clients hone their skills through workshops and one-on-one coaching.

PRAISE FROM PAST ATTENDEES:

"Our sales team appreciated this fresh approach. This workshop helped reframe our thinking and gave us lots of practical take-aways too. We're already seeing good results, thanks to Tiffany's teaching and her quality content."