

Persuasion by Design

This workshop is designed for those who have attended *Talking to a Group About Virtually Anything* or any other fundamental public speaking course. Influencing others through words, examples, and expressions will be the focus of this course.

Participants are encouraged to bring a presentation outline or sample manuscript to edit and evaluate using the principles and techniques taught in this course. The objectives will be met through group discussion, role play, and impromptu speaking exercises.

The workshop objectives are to introduce and provide practice in:

- Understanding the importance of the First Brain
- Learning to connect with the First Brain and then the Cerebral Brain
- Identifying sources of influence
- Developing charisma through vocal variety, body language, and word choice
- Organizing for effect utilizing Monroe's motivated sequence
- Gain understanding of the strengths and weaknesses of your speaking style

