

Persuasion & Influencing Skills Workshop

WORKSHOP DESIGN:

This workshop focuses on **“learning through doing.”** The participants not only learn valuable and practical how-to’s for improving their influencing skills, but discover for themselves how they really communicate through videos they observe after their DVD recording practice sessions. The Hayes trainer/facilitator is the person they are talking to in the practice sessions, and they are able to practice situations so real, the participants often forget they are being recorded. Additionally, they get valuable feedback from their peers and the Hayes trainer. Consistently, those attending the workshop have shared that **what they learned in the training contributed to their being more successful on the job!**

The Persuasion and Influencing Skills workshop is a dynamic and participative experience where people learn and practice specific influencing techniques and skills. The participants learn how to better plan for their influencing interactions as well as the dynamics for becoming more skilled in those interactions.

The
HAYES GROUP
INTERNATIONAL, INC.



DVD RECORDED SKILL PRACTICE SESSIONS:

During three video skill development sessions, participants practice each technique in a private one-on-one DVD recording session with an expert Hayes trainer. They receive feedback from the trainer in addition to feedback from other workshop participants. Participants take with them a personal copy of the DVD for continued review and learning.

PARTICIPANT/TRAINER RATIO:

The ratio of trainers to participants in this workshop is one trainer to four or five participants, enabling individual attention and maximizing the learning experience.

WORKSHOP CONTENT:

- Understanding critical factors in persuasion
- Planning an approach by identifying the goal, analyzing the situation, and organizing thoughts effectively
- Understanding different approaches and which approach is best for each situation
- Using Force-Field analysis to minimize restraining forces and maximize driving forces
- Understanding different communication styles and how to adapt to them
- Focusing on where communication breaks down – tone, words, body language
- Adapting to different cultures
- Using specific influencing techniques
- Maximizing the environment
- Asking and answering questions and objections in order to add to success

MEET THE WORKSHOP LEADERS



Merwyn A. Hayes, Ph.D.

Merwyn is the CEO and President of The Hayes Group International which has served over 1400 different organizations around the world. Merwyn is known as the “coach’s” coach having worked with leaders in professional and college athletics, large and small domestic and international companies. He has co-authored two popular books on leadership – *The Belief System: A Practical Approach to Motivation and Give to Get Leadership*.



Michael D. Comer, DM

Mike is Senior Partner and Leader of the Training Division for The Hayes Group. He brings over 20 years of experience in leadership development and change management. Mike’s doctoral studies are in organizational leadership, where he focused on how personal passion affects leadership behaviors. Mike served as a leader in Accenture’s change management services area prior to The Hayes Group.



Marge Z. Hayes, MS

As Managing Partner in The Hayes Group Marge has helped hundreds of people to become effective leaders. From her organizational development and improvement processes experience, Marge brings hands-on expertise in organizational effectiveness, bringing over 25 years of internal organizational experience which she gained while at Westinghouse Electric as Organizational Development Manager.



Bo Carrington

Bo is a Senior Consultant for the Hayes Group International. Bo brings over 17 years of varied human resources experience to the Hayes team. He possesses a strong generalist background with a passion for leadership and organizational development, facilitation, change management and organizational diagnostics. Bo is a professional facilitator and trainer with particular expertise in leadership development and coaching.

Note: Workshop leaders may vary.

PERSUASION & INFLUENCING WORKSHOP REGISTRATION

DATE: May 6-7, 2009

LOCATION: Seattle, WA

DATE: May 21-22, 2009

LOCATION: Austin, TX

DATE: June 9-10, 2009

LOCATION: Winston-Salem, NC

DATE: August 27-28, 2009

LOCATION: Chicago, IL

DATE: September 16-17, 2009

LOCATION: Nashville, TN

DATE: November 19-20, 2009

LOCATION: San Francisco, CA

DATE: December 17-18, 2009

LOCATION: Dallas, TX

FEE: \$1,200 per person. Fee includes workshop materials, continental breakfast, lunches, and selected essays and books. Fee does not include transportation or hotel accommodations.

Name:

Title:

Company:

Address:

Telephone:

E-Mail:

Location Attending:

Send Invoice To: (Name, Title, Address, E-mail)

To register, please call Bob Poole at (336) 765-6764, or print and fax this registration form to (336) 765-7781. For more information, email bob@thehayesgroupintl.com.

Cancellation Policy: If your registration is cancelled within three weeks of the workshop, you will be invoiced a \$100 cancellation fee. If cancellation is within two weeks, no refund is allowed, but you may attend another workshop within one year of cancellation.