



# Persuasive Communication Skills: Part 1 of 3



**Presented by:**

The Latimer Group

**Presented to:**

The Hartford, Middle & Large Commercial



# Common Communication Issues



# Considering Your Challenges



# The Hartford Behaviors

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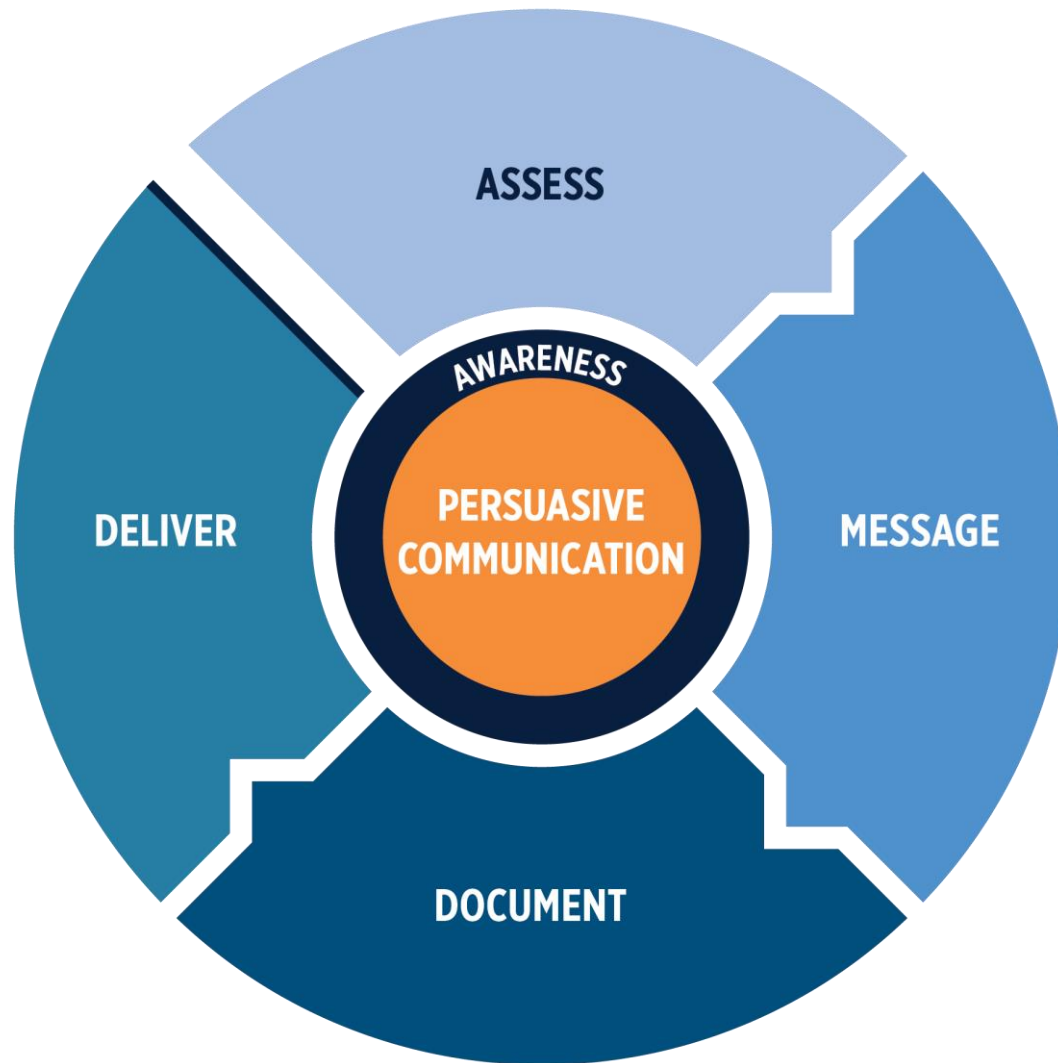


"A goal without a plan  
is just a wish."

- Antoine de Saint-Exupery

# The Latimer Group Model

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# Competency Levels

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# Workshop Agenda

## Three Virtual Learning Sessions

Skill One: Assess

Skill Two: Message

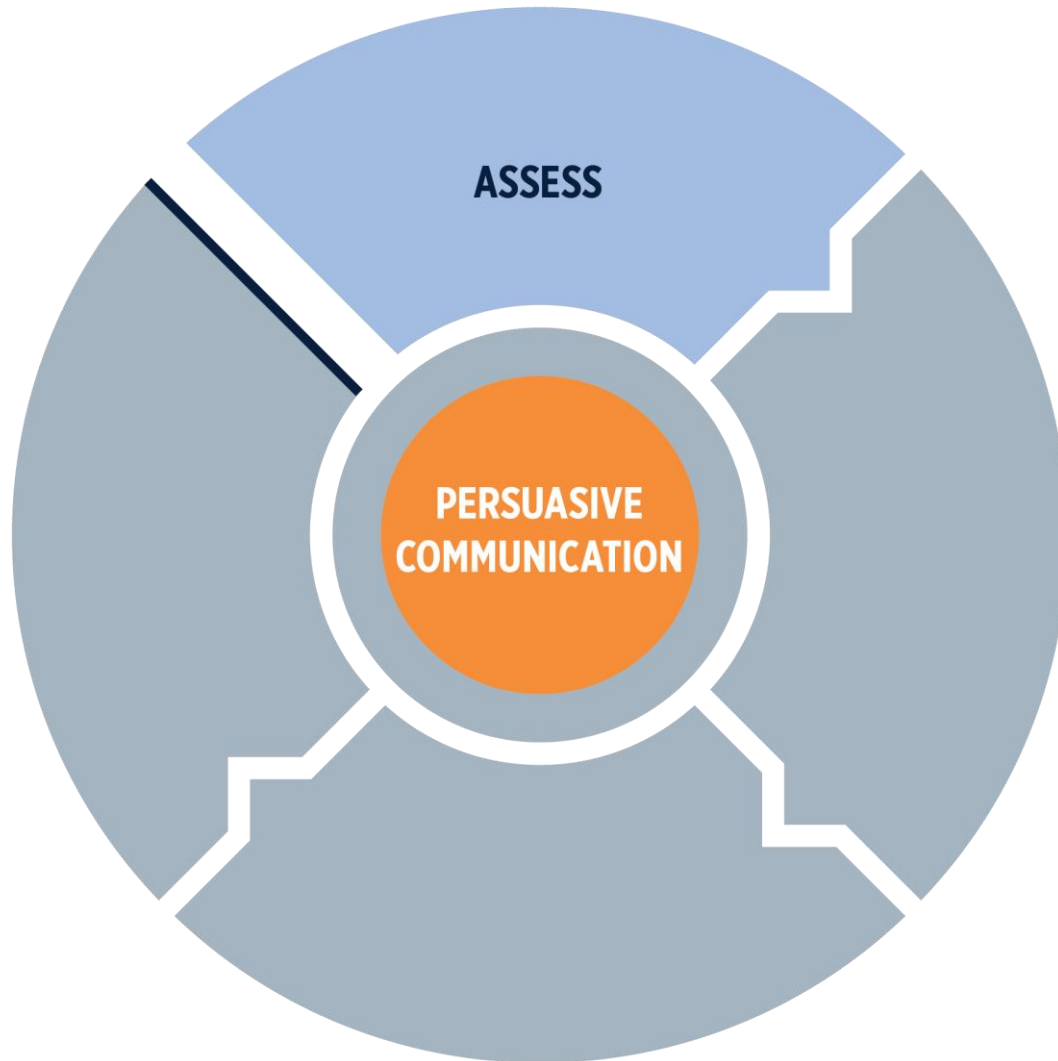
Skill Three: Deliver





# Assess

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# The Goal of *ALL* Great Communication

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*Don't just be a messenger!*



# Combatting Meeting Mayhem

Decide if a meeting *must* take place

Utilize appropriate channel

Leverage “required” and “optional”

Respect everyone’s time

:15, :20, :30, :45, :50, :60

start and end on time

Send a detailed agenda

item, owner, timeframe, expectation



# Types of Awareness

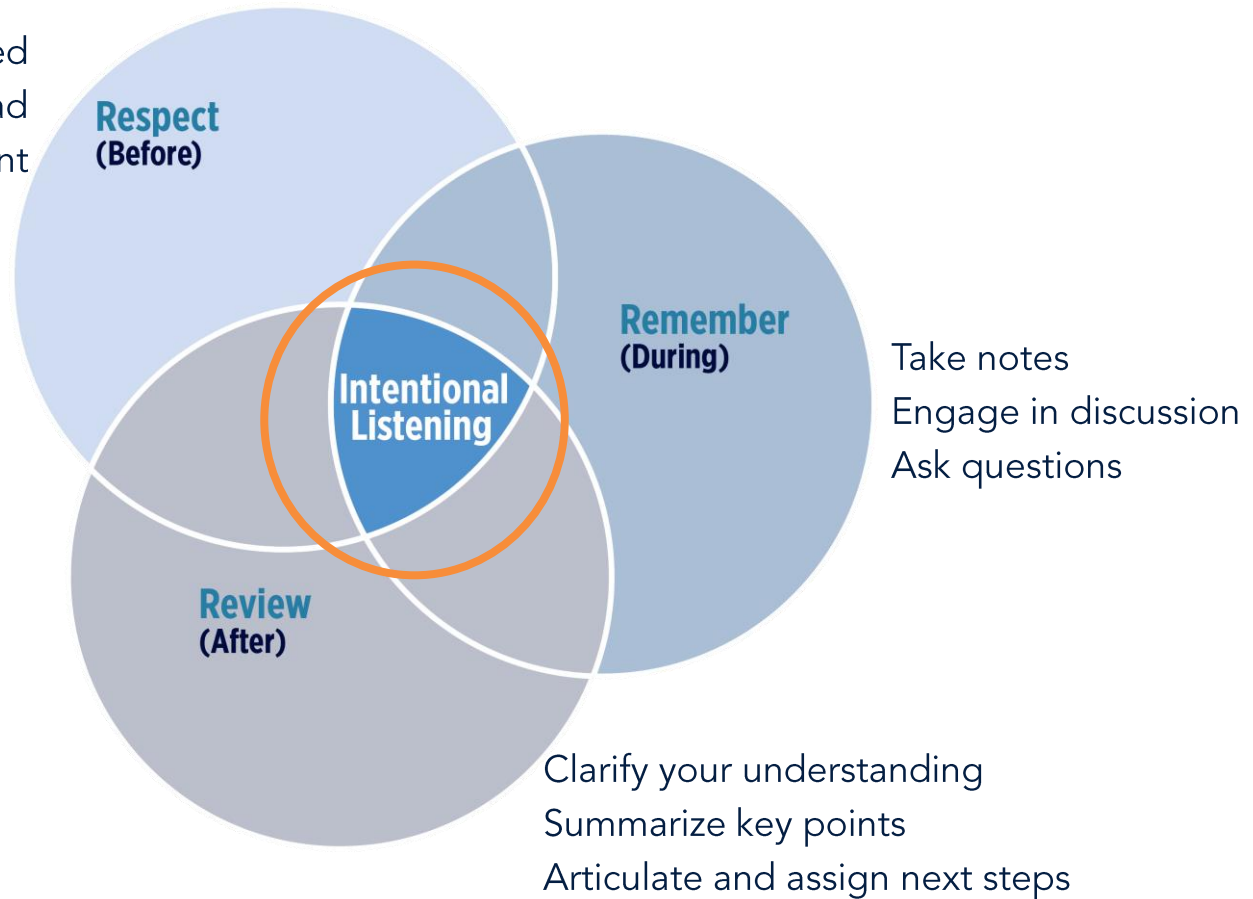
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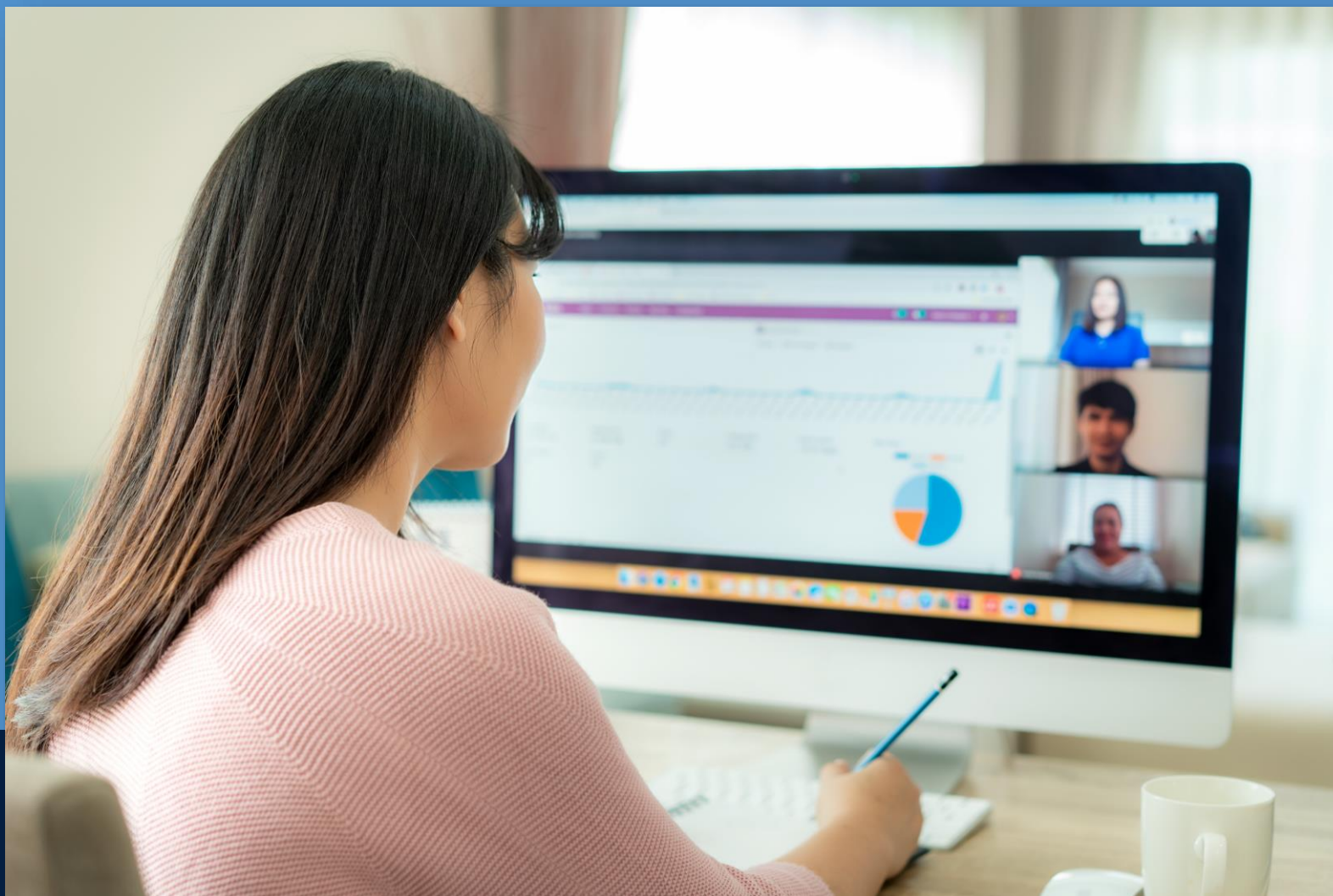
# The 3 “R”s of Intentional Listening

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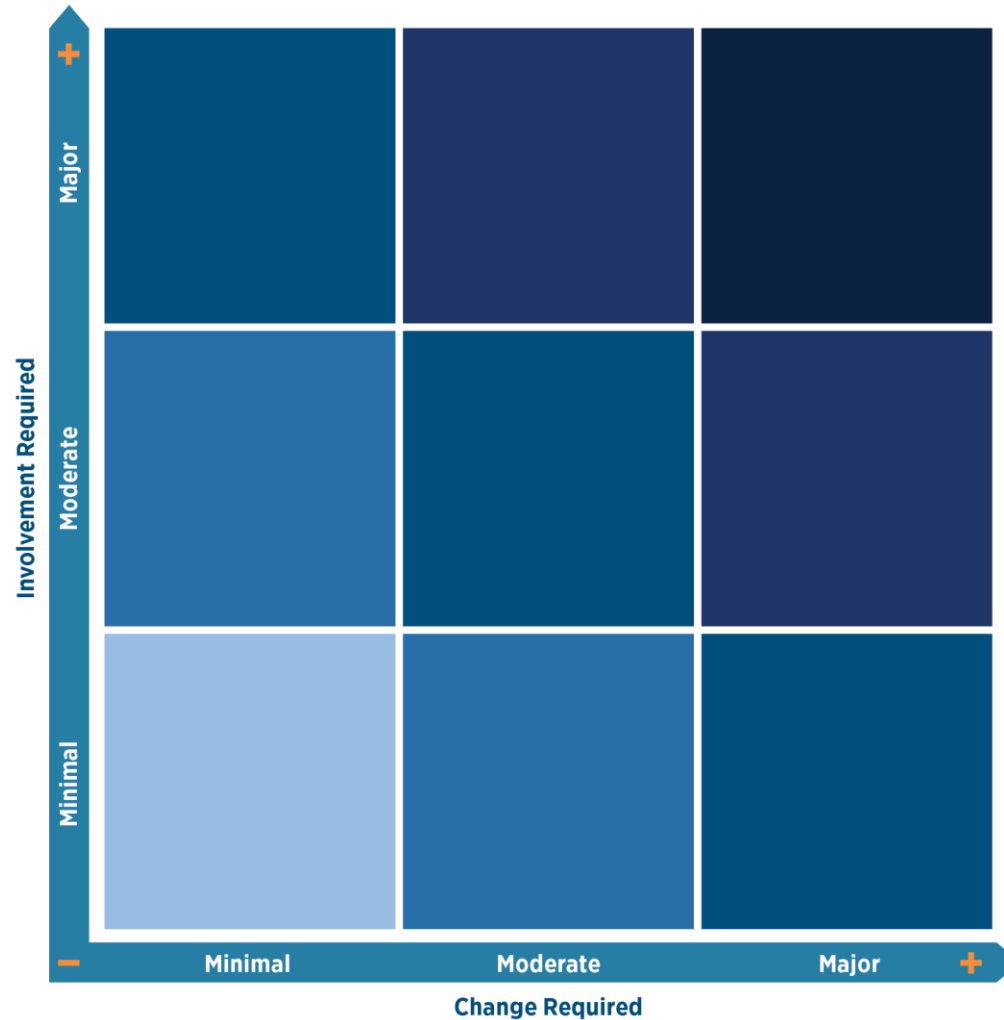
Choose not to be distracted  
Focus on what is ahead  
Prepare to be present



# Virtual “Listening”



# The Persuasion Challenge





# At Either Extreme

Prepare differently:

- Determine required time

- Bring in help/other perspectives

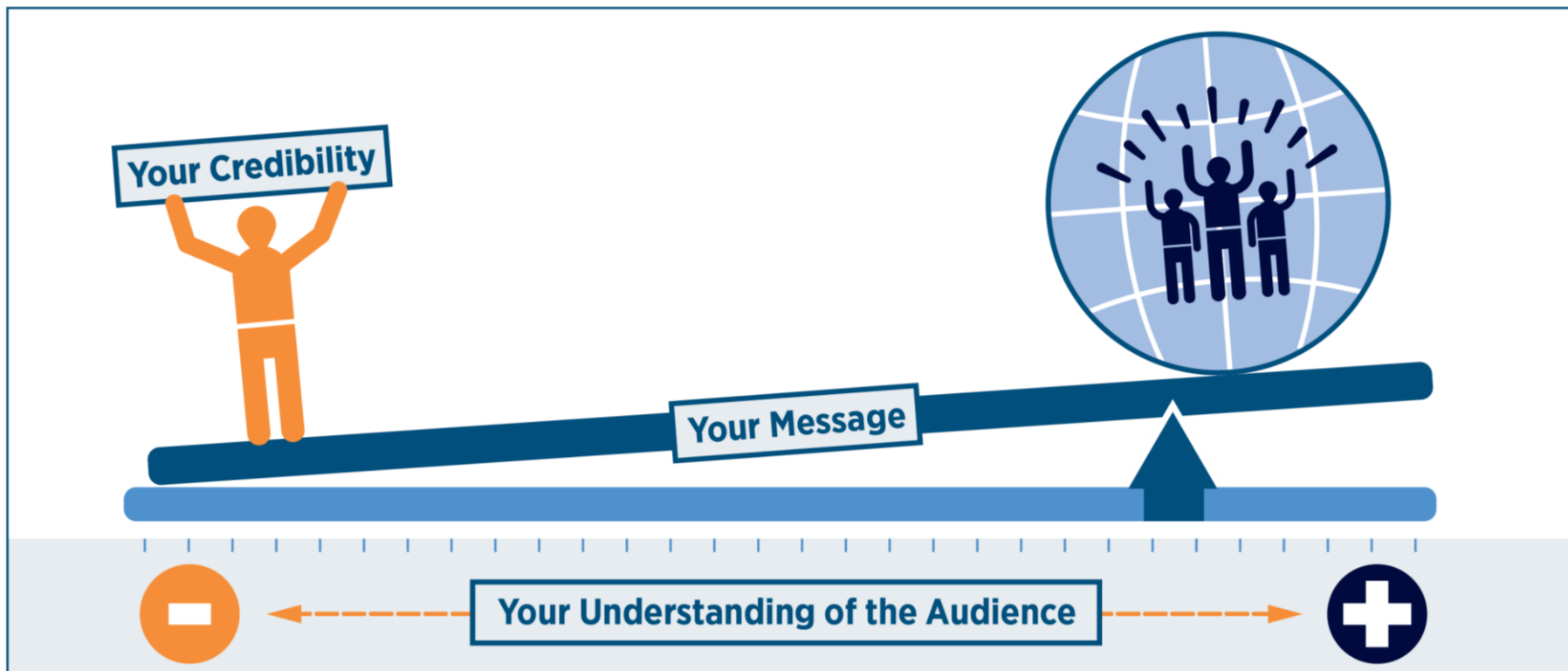
Measure your ask:

- If your ask is small, celebrate it

- If your ask is big, justify it



# The Leverage Mindset



*Assess your opportunities*

# Gain Leverage: Audience

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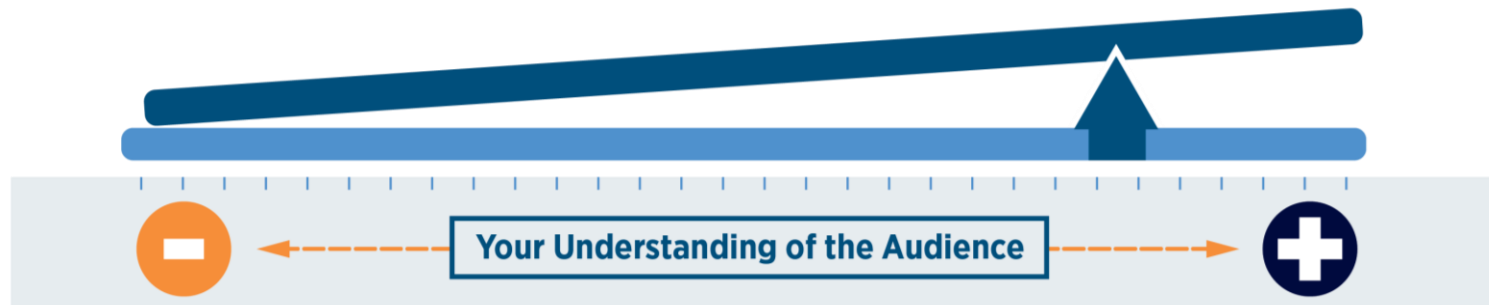
How well do I know my audience?

Do I know what they care about?

Do I know their familiarity with the topic?

Do I know what they are concerned about?

Do I know how they make decisions?



# Gain Leverage: Message

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Can I articulate my message?

Do I know my persuasive point of view?

Will my message be surprising or controversial?

Is it memorable?



# Gain Leverage: Credibility

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How can I establish credibility?

How well does the audience know me?

How will I connect to the audience?



# If Your Weakness is \_\_\_\_\_, Consider...

## AUDIENCE

Make use of resources

LinkedIn

Company Website

Colleagues

Prior communications

Identify basic assumptions

Use Listening Plan

Schedule pre-call

## MESSAGE

Articulate PPOV

Gather to illustrate

Data

Examples

Stories

Invest time in preparation

GAP

Story Board

## CREDIBILITY

Borrow from colleagues

Introduction

Attendance

Highlight common ground

Goals

Concerns

Reference experience

Plan potential mitigation

# Audience Mapping



# Key Takeaways from Assess

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Work to develop all forms of awareness

Listen actively to improve audience connection

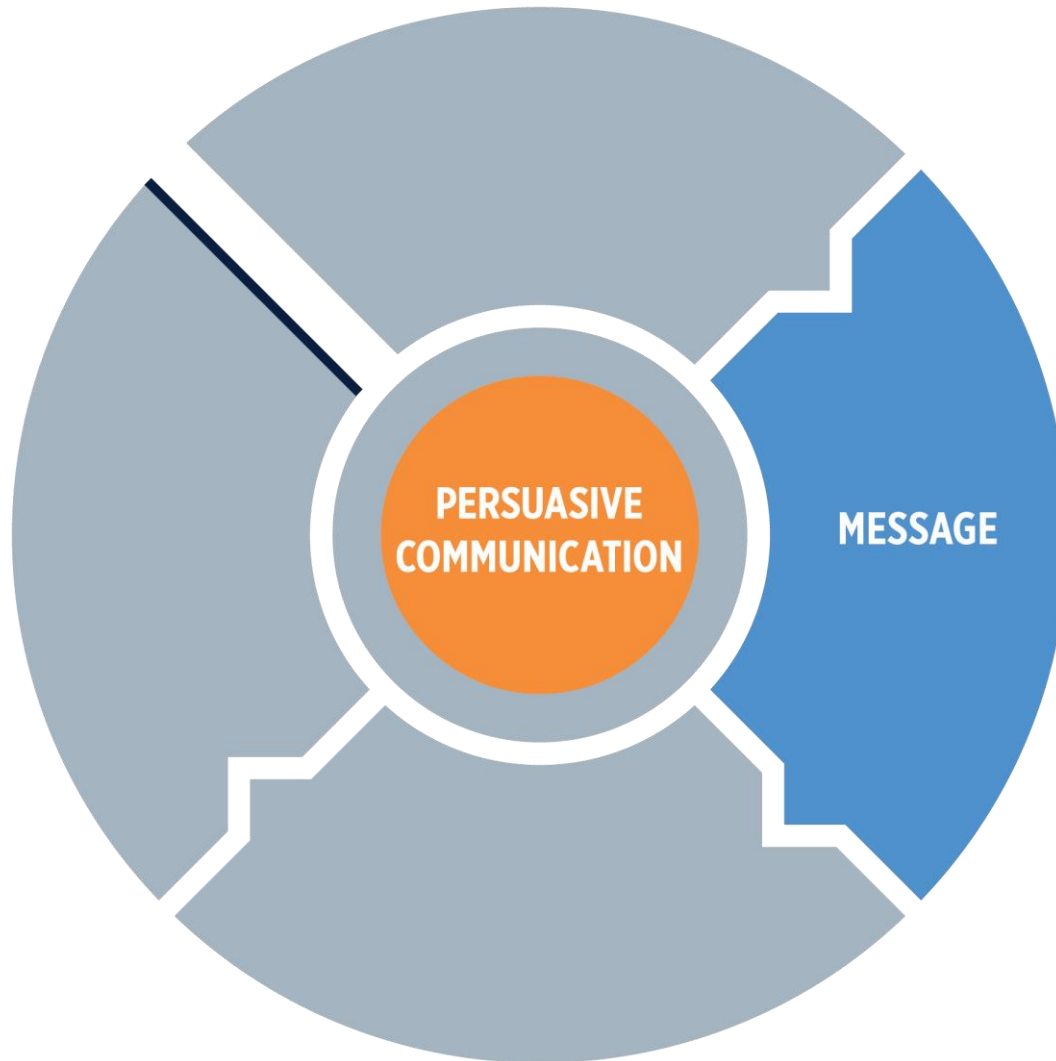
Assess your strengths and weaknesses with leverage

Identify where you need to spend more preparation time



# Coming Up Next: Message

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# Preparation for the Next Session

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Log in with the Persuade the World workbook open

