



# Persuasive Communication Skills & Message Development: Part 1 of 3



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Presented to:

Carrier Corporation



# Common Communication Issues

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

- Antoine de Saint-Exupery

# Carrier Corporation Values

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Respect



Integrity



Inclusion



Innovation



Excellence

# Considering Your Challenges



# The Goal of *ALL* Great Communication

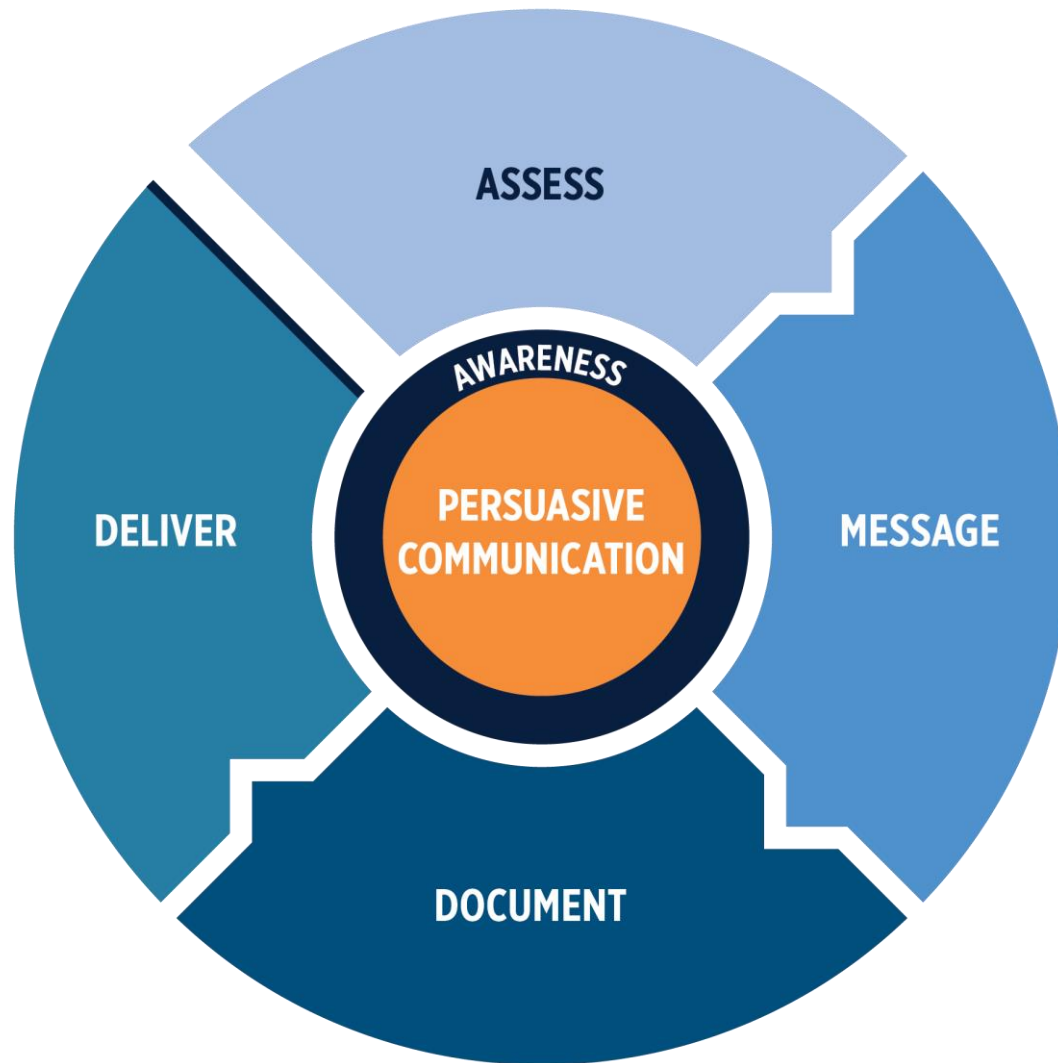
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*Don't just be a messenger!*

# The Latimer Group Model

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# Competency Levels

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# Workshop Agenda

## Three Virtual Learning Sessions

Skill One: Assess

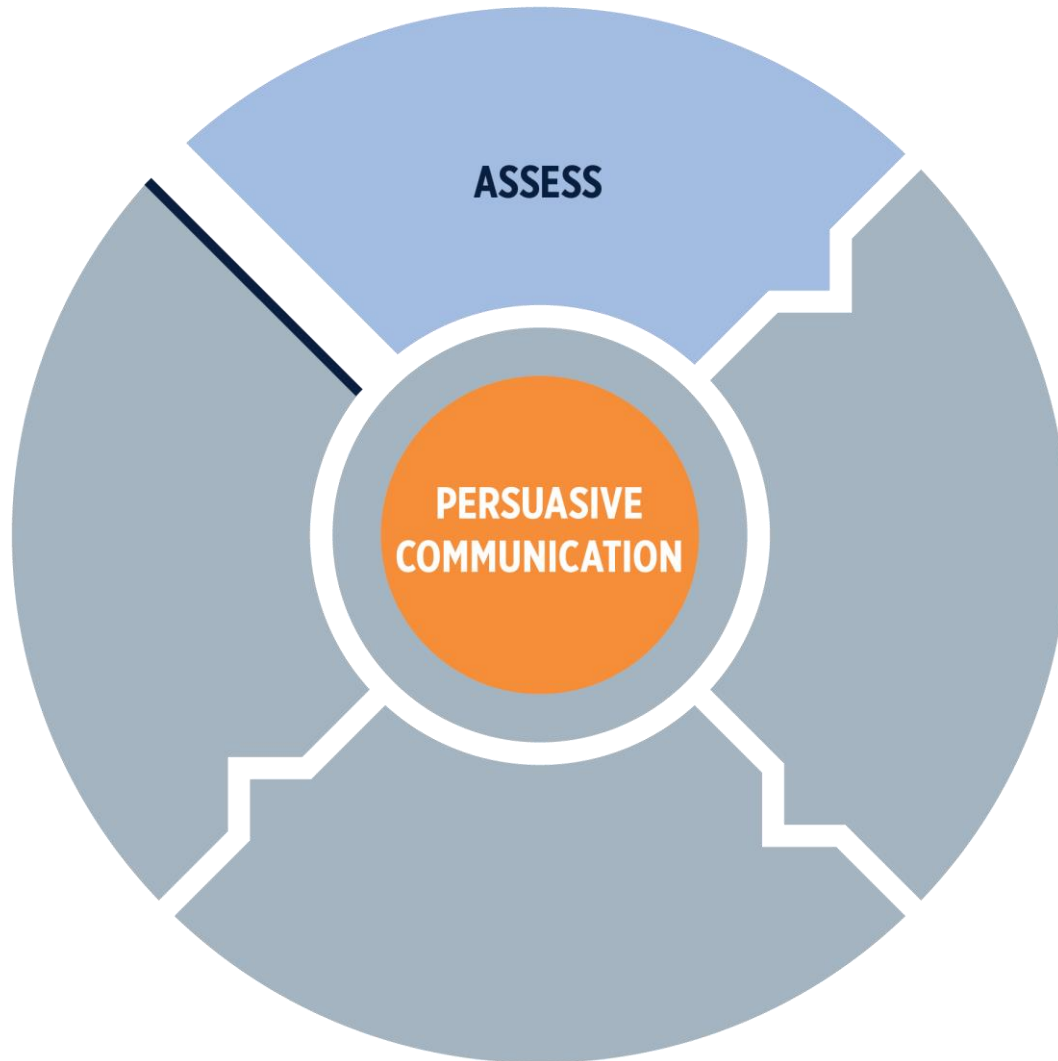
Skill Two: Message

Skill Three: Deliver



# Assess

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# Being Present

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Mind full

OR

Mindful



# Types of Awareness

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# 5 Fundamental Truths About Listening

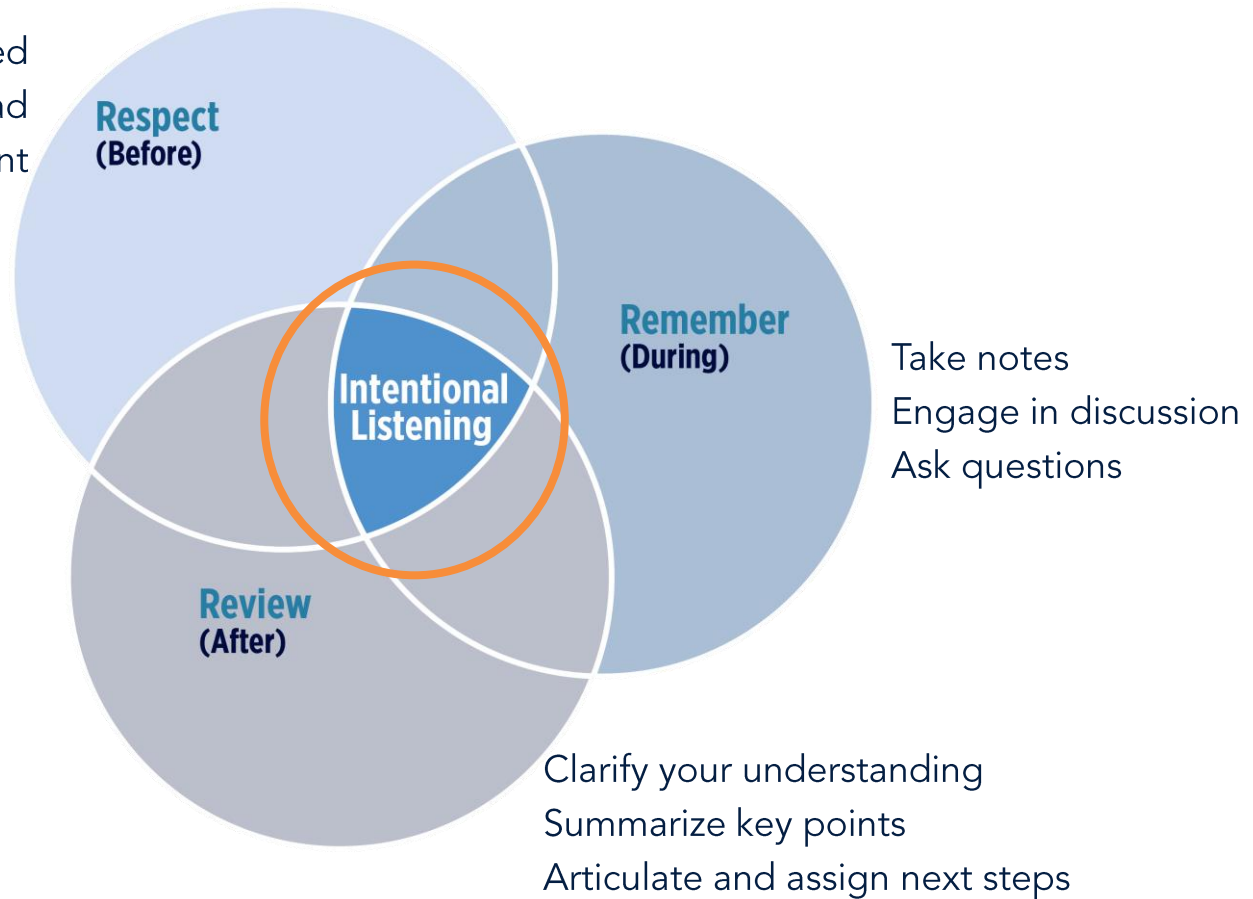
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1. Listening is a choice
2. Listening requires curiosity and focus
3. Listening happens in phases
4. Listening is a skill
5. Listening impacts feelings, relationships, and outcomes

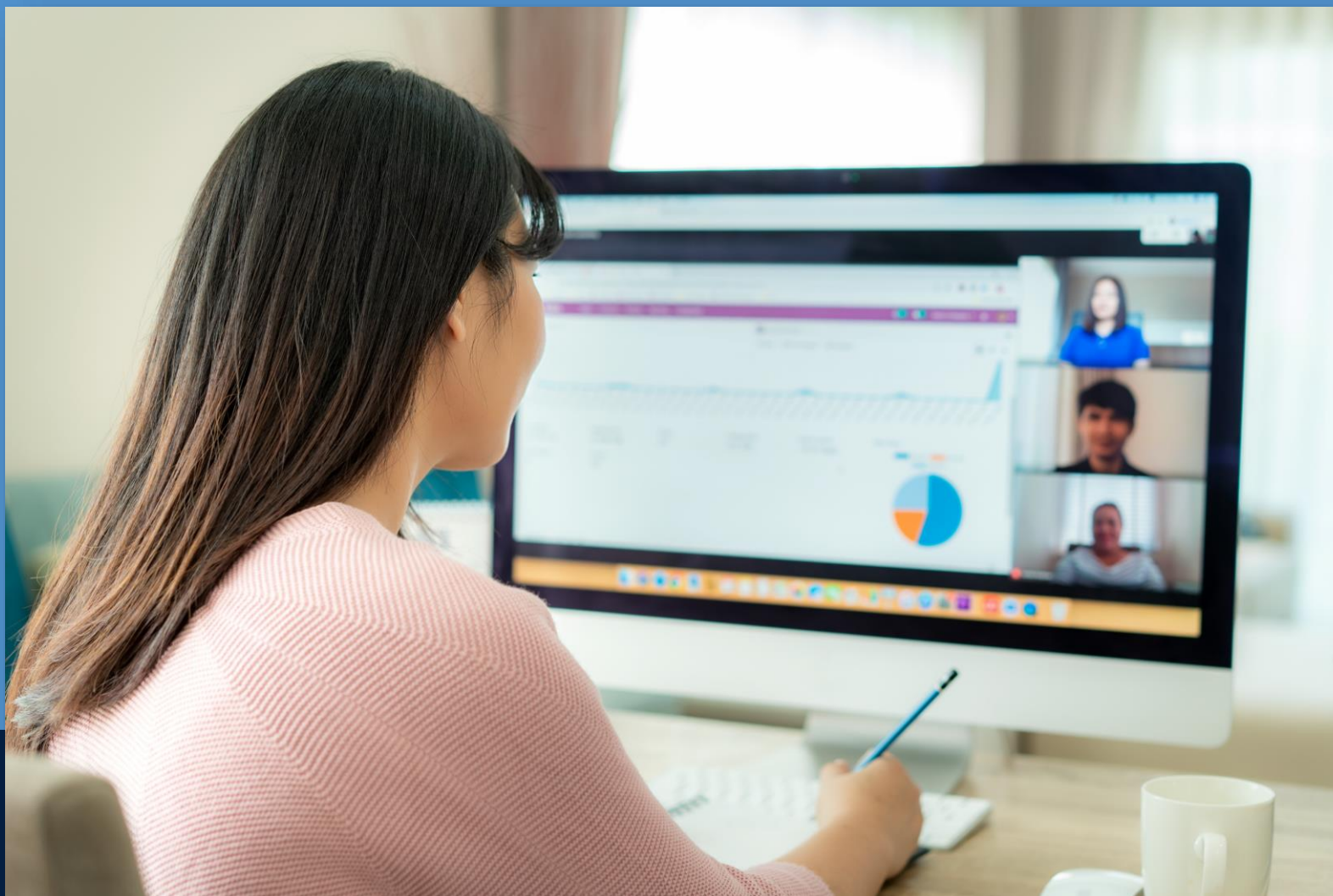
*Listening has more power than we realize.*

# The 3 “R”s of Intentional Listening

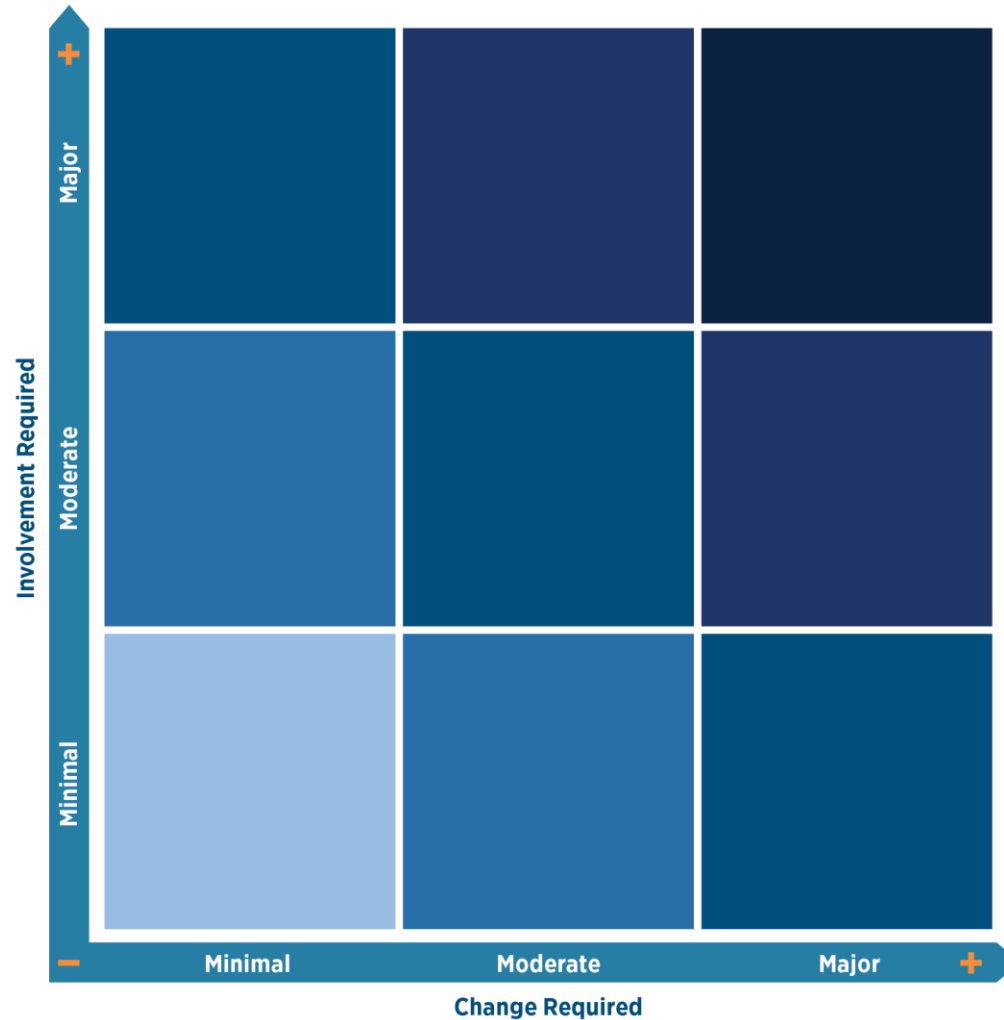
Choose not to be distracted  
Focus on what is ahead  
Prepare to be present



# Virtual “Listening”



# The Persuasion Challenge





# At Either Extreme

Prepare differently:

- Determine required time

- Bring in help/other perspectives

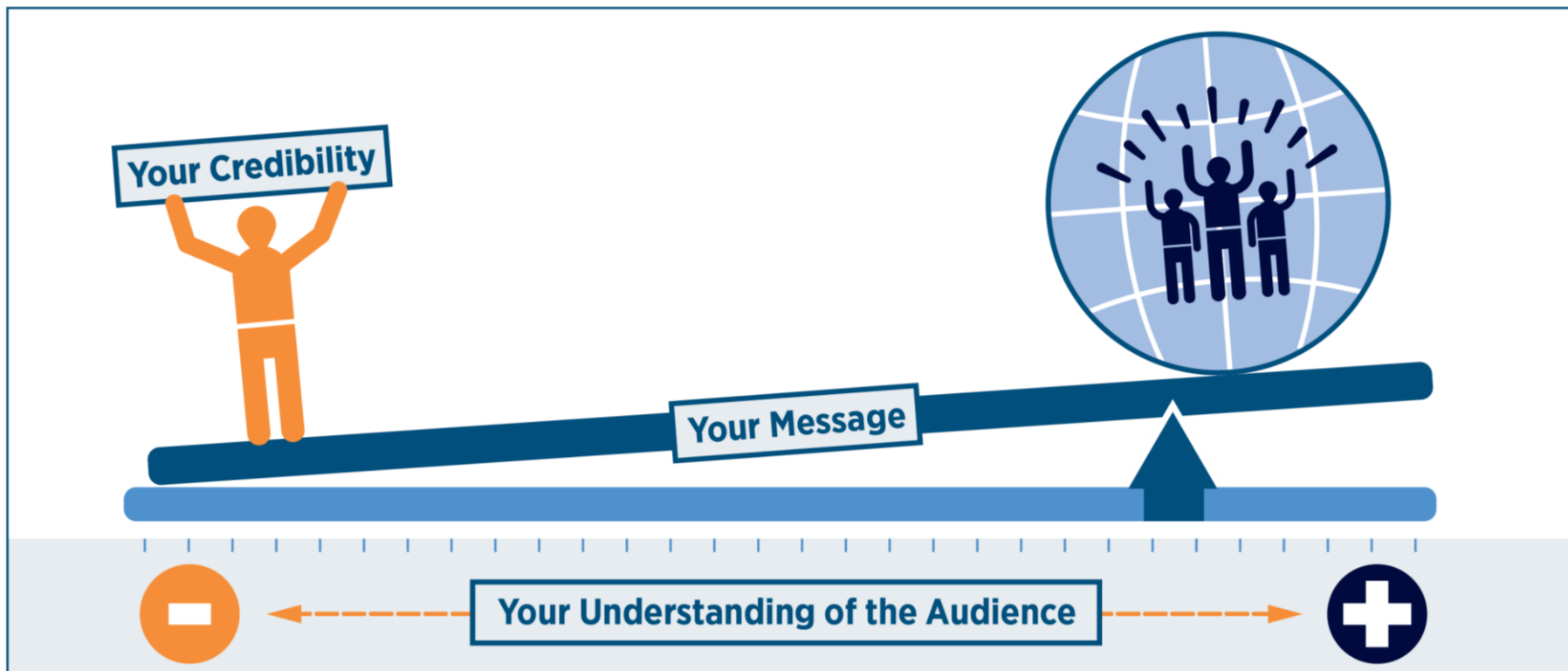
Measure your ask:

- 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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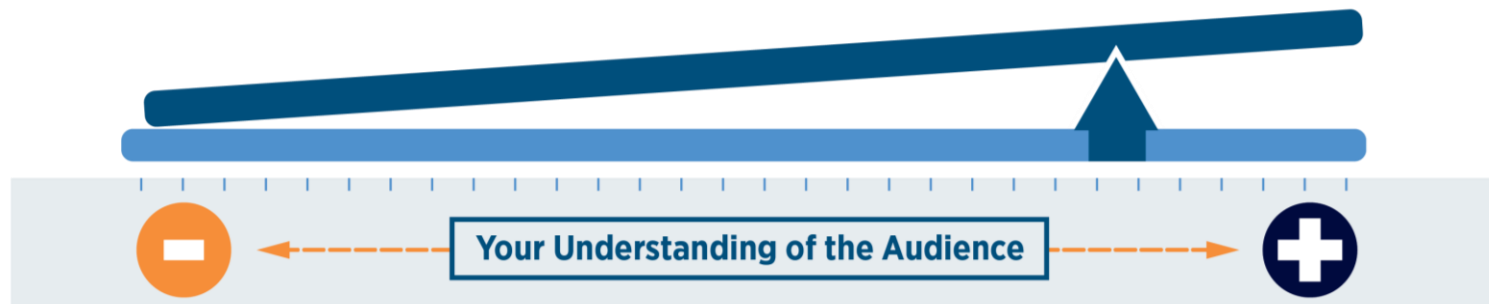
How well do I know my audience?

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

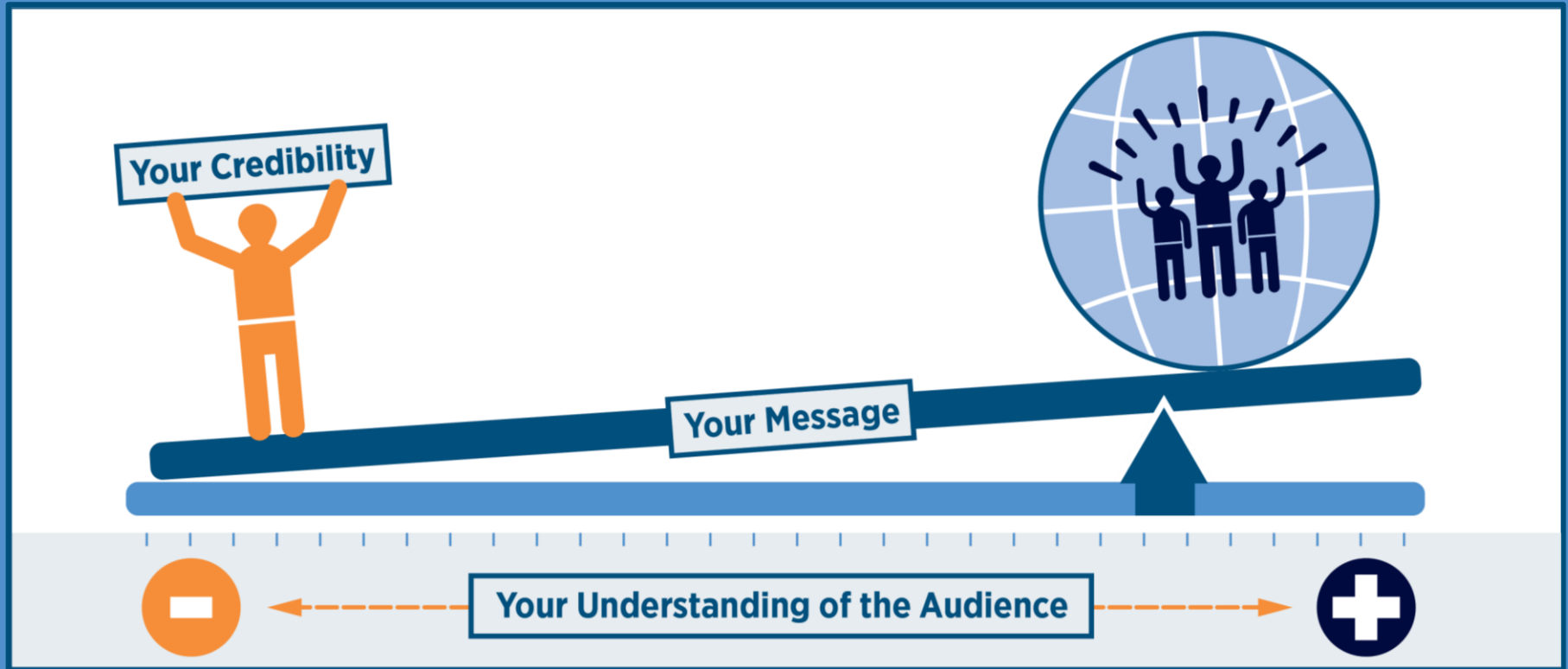
Goals

Concerns

Reference experience

Plan potential mitigation

# Analyze Your Scenario for Leverage



# Key Takeaways from Assess

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Work to develop all forms of awareness

Listen actively to improve audience connection

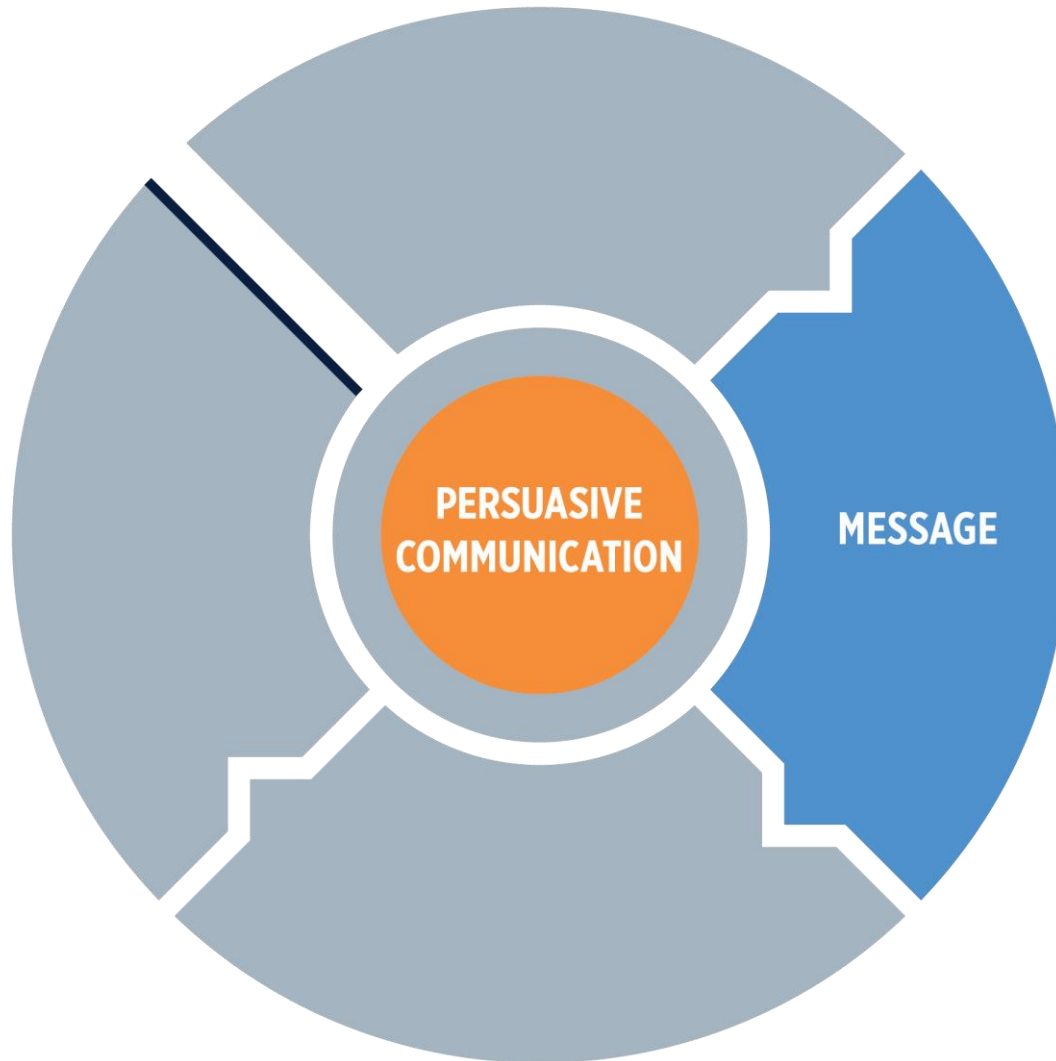
Assess your strengths and weaknesses with leverage

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

