



Persuasive Communication

Learning Objectives

1. Describe the fundamental principles of persuasive communication
2. Identify the most persuasive elements of your idea, product or request
3. Boost personal impact through use of voice and body language
4. Persuade your audience using appeals based on ethos, pathos and logos
5. Use story telling techniques to get your message across

Course Contents

An introduction to persuasive communication

- Core elements of persuasive communication
- Understanding your purpose
- The most persuasive elements of your case/argument/product
- Understanding your audience
- Behavioural change techniques

Building personal impact

- “It’s not what you say, it’s how you say it”
- Relationship between self-confidence, skills and authenticity
- Voice and posture exercises for boosting personal impact and self-confidence

The art and science of persuasive communication

- How to structure a persuasive presentation
- How to apply pathos (speaker credibility), ethos (emotional appeals) and logos (logical appeals)
- Conveying authenticity
- Use of story-telling techniques
- Modelling success – review and analysis of video footage (e.g. content, verbal and non-verbal communication, attitude/audience connection)

Practice presentations

- Participants deliver a pre-prepared presentation (topics chosen by client) + feedback session



Format/Timing

One-day workshop, plus one-to-one follow-up (45 min) and 2 hours reflective learning. Up to 10 delegates.

Who should attend?

This course is for anyone responsible for designing and delivering presentations intended to inspire, engage or motivate their audience.

Facilitators

This course is run by

- **Louise Kerr**, Voice Coach, personal impact consultant and Director of Resonance Voice.
- **Alison Squire**, Senior Training Associate at Thrive, communications expert and former director at HC&B Healthcare Communications.