



# Ivey Influence and Persuasion Program

Ivey Executive Education

## Program Overview

Successful leaders know how to have an impact. The Ivey Influence and Persuasion Program is a transformative program with a deeply personal process designed for managers who are strong conceptually but want to be much more effective in communicating their ideas, proposals and vision.

Through team exercises and interactive presentations, you will identify your personal profile and improve your ability to influence and persuade diverse audiences – whether one-on-one or before a large group of people.

## Who Should Attend?

Mid- to senior-level leaders who desire to master powerful influencing and persuasion skills which guarantee new levels of leadership, presence and high-impact communication.

# 66 years

of providing executive education – one of the first providers in the world.

Dates	Locations	Fee
June 22 – 24, 2015	Toronto, Ontario, Canada	\$5,100
October 28 – 30, 2015	Toronto, Ontario, Canada	\$5,100

Fees include all materials and daytime meals.  
All Ivey Executive Education Program fees are tax exempt.



# Program Content

Learning is organized around the core themes of Winning Strategies to Influence, Persuade and Lead Others; Delivering Powerful Presentations; Using the High-Performing Team to Make a Difference; and Principles Underlying Effective Communication.

Winning Strategies to Influence, Persuade and Lead Others	Delivering Powerful Presentations
<ul style="list-style-type: none"> <li>• Master effective ways to lead, influence and motivate others...beyond your present abilities</li> <li>• Learn how to give constructive and candid feedback, as well as the grace to receive it</li> <li>• Learn how to influence others over whom you have no authority</li> <li>• Master how to be persuasive even in impromptu speeches/responses</li> <li>• Internalize influencing skills which enable you to move beyond motivational to inspirational</li> <li>• Keys to turning your dreams into goals and pursuing the possible</li> </ul>	<ul style="list-style-type: none"> <li>• Learn the three “Ps” critical in delivering persuasive, effective presentations that boost your confidence</li> <li>• Learn how to analyze the audience in a “blink” of an eye</li> <li>• Identify the three keys to high-impact communication that presenters never consider</li> <li>• Learn how to deal brilliantly with challenging questions and “hecklers”</li> <li>• Understand the importance of non-verbal communication in presentations</li> <li>• Master how to use appropriate language for your audience and truly speak their language</li> <li>• Design visuals that support you...not upstage you</li> <li>• Receive personal feedback on your videotaped presentation skills from peers and faculty</li> </ul>
Using the High-Performing Team to Make a Difference	Principles Underlying Effective Communication
<ul style="list-style-type: none"> <li>• Identify the ten requirements for influence and productivity in an effective team</li> <li>• How to implement the 4:8 rule</li> <li>• Learn how to create a “balanced” team with all communication styles present</li> <li>• Share your vision persuasively in order to gain team buy-in and followership</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the four different leadership communication styles and how to communicate more effectively with each</li> <li>• Learn the importance of leading by listening between the lines with the “third ear”</li> <li>• Master skills required to confront and deal effectively with difficult situations/conversations</li> <li>• Identify the two “big ticket items” determining your charisma</li> <li>• Master ways to develop and support excellence in others</li> </ul>

## Create Immediate Impact

Throughout the program, you will track your learning outcomes and pinpoint specific initiatives to implement. You leave knowing exactly how you will apply your new knowledge and skills, and a self-developed implementation plan to start your impact once back in the office.

## → Getting Started

The Executive Education team will be happy to answer your questions and arrange a meeting to discuss your development needs.

Phone: +1-519-661-3272

Toll Free North America: 1-800-948-8548

Email: [execed@ivey.ca](mailto:execed@ivey.ca)

