

NATIONAL BESTSELLER

Harnessing the Science of Persuasion

Bringing scientific rigor to the business of securing consensus, cutting deals, and winning concessions.

Pullman Putrajaya

11-12 July 2011

Novotel Kuala Lumpur

12-13 September 2011

Who should attend:

Sales people
Insurance agents
Customer service representatives
Business development managers
Telesales / telemarketers
Lawyers

Politicians
Team leaders
Supervisors
Public relations executives
Nurses
Educators

debatecraft

About the workshop

Dear Business Professionals;

If leadership, at its most basic, consists of getting things done through others; and if sales, which is a fundamental component of any business, is about wheedling a client to purchase your product or service; then persuasion is one very essential business tool.

MBA courses, leadership books, and executive education classes recognize the importance of persuasion, but they rarely teach it as a practical art and, if they do, the focus is usually on formal presentations and PowerPoint.

In lieu with the global competitive market, persuasion has become more necessary than ever. This has led behavioral scientists, for the past five decades, to conduct experiments that shed considerable light on the way certain interactions lead people to concede, comply, or change. This workshop shows that persuasion works by appealing to a limited set of deeply rooted human drives and needs, and it does so in predictable ways. Persuasion, in other words, is governed by basic principles that can be taught, learned, and applied.

By attending this workshop, you can bring scientific rigor to the business of securing consensus, cutting deals, and winning concessions.

Looking forward to seeing you soon.

Warmest regards,



Muhammad Yunus Zakariah

*Director, Operations and Research
H & G Strategic Communications Sdn. Bhd.*

Featured trainer

Saiful Amin Jalun

Universiti Putra Malaysia



Saiful Amin Jalun is a senior lecturer at the Faculty of Modern Languages and Communications, Universiti Putra Malaysia (UPM), specializing in the areas of persuasion, debate, negotiations and public speaking. In this capacity, he leverages more than 20 years of debating and debate coaching experience, as well as 10 years of dedicated language and communication research to help clients understand and identify the linguistic and communication strategies and tactics which best suit their objectives.

Saiful is the Chairperson of the Advisory Panel of the World Universities Peace Invitational Debate, and a PhD candidate in the field of Debate and Argumentation at the same university.

Testimonials

“A splendidly invigorating, informative and funny guide to persuasion. Saiful and Yunus are a very funny duo, sharp, honest and with a enthralling mix of antagonism and sensitivity.”

Meor Azry Zamri, *Senior Executive,
Subcontractor Coordinator, SapuraCrest
Petroleum Company*

“Surprising, fearless and always laugh-out-loud funny.”

Dr. Omar Salahuddin Abdullah, *Emeritus
Member, World Universities Debating Council*

Day 1

0900 Registration and coffee

0930 **How to Overcome Speech Apprehension**

- Assessing the impact of speech apprehension on a person's performance and productivity
- Understanding the effect and the implication on HR and training
- The four point continuum within speech apprehension
- Measuring a person's speech apprehension
- Best practices in overcoming speech apprehension
- Applying the defensive mechanisms in body language

1100 Morning break

1130 **Effective Persuasion Begins With First Impression**
Persuasion by Character

- The essentials of power in persuasion
- Decorum: People listen to people they like
- Profiling and forecasting your audiences demographic qualities
- The medium is the message

1300 Lunch break

1400 **Language of Persuasion**

- Trust: Understanding the science of speech orientation
- Understand that your audience speaks with a unique orientation
- Building rapport through harmonious communication
- Measuring a person's speech orientation
- Non-verbal Language: Letting your hands do the talking

1530 Afternoon break

1600 **Making Facts and Figures Come Alive**
Persuasion by Competence: Logic

- Assessing the differences between rhetorical logic and philosophical logic
- Framing technique: Smart persuasion routing
- Identifying and evaluating the 7 common sins of logos
- Rebuttal: The art of calling out a fallacy

1730 End of course

**We don't have ear lids. We are condemned to hear.
But this does not mean I will listen.**

Day 2

0900 Registration and coffee

0930 **Using Emotions to Change Minds and Actions**

Persuasion by Competence: Emotions

- Examining the impact of emotions in persuasion
- Narration, story-telling and monologue as tools for invoking emotions in an audience
- Applying the emotional tools or techniques for persuasion

1100 Morning break

1130 **How To Package Your Persuasive Message**

- Cicero's persuasive arrangement or structure
- Standard speech sheets, conventions and practical tips
- General overview of PowerPoint and visual aids

1300 Lunch break

1400 **Role-Play: Debate Challenge**

- Introduction to the format of the debate
- Overview of sample speeches from a debate tournament
- Release of the motion or topic for the debate

1530 Afternoon break

1600 **Role-Play: Debate Challenge Continued**

- Debate, oral adjudication and peer review feedback

1730 End of course

**If people never did silly things,
nothing intelligent would
ever get done.**

Registration and payment details

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(5 pax or more)

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