

# Persuasive Communication

**Morogoro – 29 to 31 March, 2022**

**T**he hallmark of business communication is persuasion. Any public speaker needs to learn and master the art of public speaking or rhetoric. Organizations communicate. Success or failure of any organization, depends on its mastery of communication to persuade its stakeholders. This may include clients, customers, fans, voters, shareholders, workers and the society at large. Persuasive Training, therefore, aims at sharpening the participant's ability to communicate organization's messages with persuasion to gain acceptance, influence point of view/change, win hearts and minds hence building strong relationship with message receivers, making it easier to achieve organization's long term goals.

**Objectives:** To sharpen the participant's persuasion skills, embellishing convincing skills through logos, pathos and ethos, enabling organization's results by winning hearts and minds of stakeholders, clients, customers, fans and society.

**Learning Outcomes:** The training expects to yield the following: 1. Improve organization's image, public respect and approval; 2. Enable organizations build strong relationships based on trust; 3. Remove any communication hurdles, making it easier to achieve organization's long term goals; 4. Increased confidence and self-esteem.

**Training Duration:** Three Days – From 0830Hrs to 1730Hrs

**Outline:** *Persuasion and its relevant in organization's success; Why persuasion is the strongest and goal getter across all forms of communication; Principles of Persuasion; Persuasion and motivation, argument (inductive and deductive), propaganda, manipulation; The power of Rhetorical Styles in influencing techniques; Applying Logos, Pathos and Ethos appeals for effective persuasion – Methods of Persuasion; Preparing persuasive presentations to hypnotize hearts and minds; Persuasive Speaking – What makes a remarkable persuasive speech; Action Planning – for Improving the Situation in the participant's Organization.*

**Who Should Attend:** This training workshop targets all frontline people in public, private entities, NGOs. CEOs, Directors, Head of Departments, Managers, Spokespersons, Communications Directors/Managers, PROs, Human Resource Managers, Regulators, Religious Ministers and everyone seeking to influence/convince or inspire through communication.

**Participation Fee:** It is 850,000/- only. This amount provides a participant with Reference Materials, Back Pack, Certificate of Attendance, Mid-Morning and Mid-Afternoon Refreshments and a Working Lunch.

**Payment Arrangements:** Please write a cheque, bank transfer or pay cash at least three (3) working days before the workshop commences to: **CTG Resources Limited**. Call Derek on 0787 17 67 67 for details. Director of Training Services, CTG Resources Limited, 2<sup>nd</sup> Floor, Chief House, Tegeta, Bagamoyo Road, P. O. Box 12738, Dar es Salaam, Tanzania. Call: +255 787 17 67 67. Email: [derek.murusuri@yahoo.com](mailto:derek.murusuri@yahoo.com)

**CTG RESOURCES LIMITED**

*Raising Great Leaders*

*“You are one of the best local trainers I have ever met, I like the way you do things, very organized indeed. Keep serving this nation until you serve no more. Keep it up guys” Excerpts from the evaluation forms by a participant in one of our Complaints Management Workshops, held at the Millennium Sea Breeze Resort in Bagamoyo from 13th to 14th August 2009.*