

‘PERSUASIVE COMMUNICATION’

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Internal & External Influence Language for your audiences

Things I hope to find in my coffee:

Sense of
humor



Courage

Willpower

That thing I
was supposed
to remember

Ability to
speak in full
sentences

Patience

-Nanea Hoffman-

Three primary reasons we communicate

To influence,

To inform

To elicit a response



The starting point for persuasive communication is belief in our ideas, not necessarily who we are communicating them to



Communicating a message that we believe in in order to achieve more effective working practices is a key to success and the desired outcome



**The art of communication is
about relationship with those
you are communicating with**



We have a story to tell, a strong case, a history worth repeating, statistics worth sharing and evidence of the sector's status in the world

Get the idea and the people in the same room, or head space, and you are half way to achieving the change you desire

**Doing good honest research is a
powerful ally to achieving your dreams**

State the problem, identify the need, deliver the solution and explain how important it is for the support of the volunteer base to be a part of the change

Thank you

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