

PERSUASIVE AND INFLUENTIAL SPEAKING

A two-day program to help you persuade your stakeholders and influence your employees to positive action.

Speech is one of the oldest human methods of communication, and one of the most important. However, many people struggle with communicating effectively—in a way that inspires listener action, or that conveys an important message. Luckily, the nuanced and subtle art of persuasive and influential speaking is one that can be learned, through techniques that focus on effective speech organization, design and delivery.

Improve your management communication speaking skills, no matter what the managerial or executive situation, through this unique two-day program. Through analysis of your personal speech style strengths and weaknesses, you will leave this course with confidently knowing how to achieve your communication goals.

Deepen your understanding of key elements of the communication process and how each contributes to successful public speaking, and explore how to engage others with energy and passion.

The Bottom Line for You and Your Organization

You'll learn skills you can apply right away, including how to:

- Practice advanced vocal techniques, including tone, pitch, rate & diction
- Tell a compelling business story
- Communicate globally across cultures
- Craft clear and concise presentations
- Utilize the Problem-Relevance-Solution business formula
- Deal effectively with impromptu crisis communications
- Incorporate humor successfully

Your Instructor

Kimberly Pace

*Professor for the Practice of Communication
Vanderbilt Owen Graduate School of Management*

Professor Pace combines experience as a senior manager with formal training in the performing arts to bring a unique perspective to business education and practice. Before joining the Vanderbilt faculty, Pace served in marketing communication management roles for international nonprofit agencies and on-air talent for radio and television programming on CBS, NBC and Fox. Her focus outside the classroom is working with senior executives on personal branding, advanced presentation master classes and effective communication strategies for CEOs. She teaches the core management communication courses that all graduate business students must take and short courses for business leaders in the Vanderbilt Executive Programs. She leads the Owen Executive Women Thinktank and teaching “Communication Strategies for Senior Leaders” in our Vanderbilt Executive Development Institute.



Persuasive and Influential Speaking—Sample Schedule*

	Day 1	Day 2
AM	<ul style="list-style-type: none"> • Actor’s Studio Masterclass • Personal Brand Pitches 	<ul style="list-style-type: none"> • Storytelling in Business • Engaging Visuals
PM	<ul style="list-style-type: none"> • Global Communication • Business Presentations 	<ul style="list-style-type: none"> • Crisis Responses • Impromptu Speaking • Humor in Discussions • Humor in Corporate Speeches

Classes typically run from 8:00 a.m. to 4:30 p.m. (Central). Breaks are scheduled in a.m., p.m. and for lunch. Schedule is subject to change.

Who Should Attend

- C-Suite executives, who want to take their game to the next level
- Rising senior leaders, who expect to join the C-suite in the next 12 months
- Division, department and team managers, who want to differentiate their leadership
- Entrepreneurs, who find themselves thrust into leadership positions
- Board members, who must provide direction and guidance for senior executives

Cost

\$2,295

Cost includes tuition, instructional materials, continental breakfast and lunch (all days).

**Program content and faculty subject to change; check website for details.*



About Vanderbilt Executive Education

Vanderbilt Executive Education at the Owen Graduate School of Management offers proven and practical programs to help individuals and organizations refresh, engage and strengthen management expertise. Short Programs for individuals are short, highly focused programs in areas of Leadership, Management and Strategy. Custom Programs for organizations are custom-built and are uniquely tailored to help each client tackle a specific organizational need or to achieve its developmental goals for established and emerging leaders.

Conveniently located near downtown Nashville, Vanderbilt Owen Graduate School of Management is ranked as a top institution by *BusinessWeek*, the *Wall Street Journal*, *U.S. News & World Report*, *Financial Times* and *Forbes*.

Visit our website for more information regarding programs and schedules, faculty biographies, online registration and maps and directions.



Executive Education
OWEN GRADUATE SCHOOL OF MANAGEMENT

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