

Rave Reviews

“This provided an excellent refresher on optimum presentation techniques that I can apply throughout the rest of my Washington visit and on into the normal workplace activities which follow.”

Program Attendee, NASA

Related Training:

- Writing to Persuade
- Writing for Government and Business: Critical Thinking and Writing
- Media Relations for Public Affairs Professionals
- Advanced Media Relations
- Speechwriting: Preparing Speeches and Oral Presentations
- Preparing and Delivering Congressional Testimony

Effective Executive Briefings

The Art of Persuasion

This course provides an in-depth overview of briefing preparation including research, audience analysis and the key components of a sound argument. Students receive a briefings worksheet providing structure to improve oral delivery. Students also gain professional persuasion tips that focus on both verbal and nonverbal communication techniques. Learn how to effectively manage Q&A sessions and use visual aids to maximize impact.

Some participants will deliver a short mock briefing and Q&A session, while the instructor discusses ways to build on presentation strengths and improve weaknesses.

This course strengthens skills in the art of persuasion and practical presentation, ideal for GS 9+ through SES levels. It is designed to meet the executive core qualification, building coalitions/communications, by instructing students in ways to explain, advocate and present facts and ideas in a convincing matter.

Leadership Competencies emphasized in this course:

Influencing • Interpersonal Skills • Political Savvy
Strategic Thinking • Written Communication • Resilience

Agenda

- 8:30 Briefing Preparation
- 9:30 Drafting and Delivering Briefings
- 10:15 Drafting and Delivering Briefings (continued)
- 11:30 Question and Answer Techniques
- 12:15 Networking Lunch
- 1:15 Keys to Success and Simulated Briefing Exercise
- 4:30 Complete Evaluations; Course Concludes

Also see
Writing to Persuade
page 29.

Time and Date

- 8:30 am to 4:30 pm
- October 22, 2010

See web site for course location in Washington, DC.

Registration Fee: \$495

To register, fax or mail completed registration form on inside back cover, or online.



Approved for .7 CEU credits from George Mason University.



Course materials include *Common Sense Rules of Advocacy for Lawyers*, by Keith Evans.

Course URL and secure online registration:

thecapitol.net/eeb.htm or EffectiveExecutiveBriefings.com

EXPRESS REGISTRATION AND ORDER FORM

Please make photocopies for additional registrations and orders.

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or Audio Course on CD**

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