

Date: 27-28 August 2018
Time: 0900 - 1600
Price: kr 9 500 pp
Location: Abildsø Gård, Oslo
Enebakkveien 210
Register by mail: richard@truenorth.no



"If all of my powers and possessions were taken from me with one exception, I would choose to keep speech, for by it I could soon recover all the rest."
Daniel Webster

Open Course **RHETORIC** Persuasive Communication Technique

Workshop description

Success in sales, leadership and teamwork is directly determined by our ability to clearly and convincingly communicate our knowledge, ideas, experience or solutions to the minds and hearts of others.

This hands-on, tool-equipping workshop explores the powerfully persuasive principles of Rhetoric. Participants are equipped with a systematic set of persuasive tools and techniques that enable them to effectively target any audience; to quickly and forcefully develop clear, concrete and convincing messages; and to create a passion-driven communication experience that inspires any audience to action. When well trained, these tools create the ability to convince anyone of anything at any time.

Workshop objectives, tools & techniques

By the end of this course, participants will be personally inspired and practically equipped to:

- **Audience:** Analyse, target and adapt to any audience or communication style
- **Message:** Define crystal-clear, audience-centred messages
- **Content:** Produce strategic, convincing content using the three strategies of persuasion
- **Structure:** Systematically structure messages for clarity, power and audience impact
- **Delivery:** Charismatically present messages that transfer not just ideas but also emotion
Deliver unforgettable messages that decrease resistance & increase acceptance
Involve, engage and inspire any audience to action

Workshop methodology

This workshop is based on a theory - example - performance pedagogy with plenary discussions, small group tasks, and frequent video examples. Participants prepare, present and receive feedback on 2-3 communications/presentations. Participants are free to participate in Norwegian.

"I can win an argument on any topic, against any opponent. People know this, and steer clear of me at parties. Often, as a sign of their great respect, they don't even invite me."
Dave Barry

Training Agenda

Day 1	Content: Theory, tools and techniques	Examples and Implementation
0900	Discovery <ul style="list-style-type: none"> Participant expectations History's greatest communicators Life's 3 communication situations and you Rhetoric - the communicator's toolbox 	Plenum: <ul style="list-style-type: none"> Workshop introduction Needs, goals, & expectations Introduction to Rhetoric
0930 - 1030	Intellectio - The art of the audience <ul style="list-style-type: none"> Audience – audience-targeted communication Methods of audience analysis What moves and motivates different audiences Targeting specific audiences with specific goals 	Plenum: <ul style="list-style-type: none"> Discussion & demonstration Video example and analysis Hands-on challenge
1030 - 1200	Inventio – The science of crafting convincing content <ul style="list-style-type: none"> Defining strategic, audience-centred messages The 3 persuasive strategies of argumentation Finding, building & structuring audience-centred argumentation with high audience-impact Evidence – supporting, defending & challenging argu'ts 	Plenum: <ul style="list-style-type: none"> Message, argumentation and evidence challenge Video example & analysis Small group training <ul style="list-style-type: none"> Message, argumentation & evidence
1245 - 1545	Dispositio - The art of crystal-clear communication <ul style="list-style-type: none"> The 5 elements of a persuasive message Communicating complexity with simplicity Structure – the key to clear communication Signposting – the art of audience orientation Credibility – “Who you are speaks so loudly I cannot hear what you say” <i>RW Emerson</i> 	Plenum: <ul style="list-style-type: none"> Video example and analysis Individual <ul style="list-style-type: none"> Strategic content analysis Small group training <p>Group challenge: Choose a strategic audience, identify communication goal, define a specific message, develop persuasive content to convince audience of message and achieve goal</p>
1600	End Day 1: Summary, analysis and participant feedback	Group presentations & feedback #1
Day 2	Content: Theory, tools and techniques	Examples and Implementation
0900	Reflections from Day 1	Plenum: <ul style="list-style-type: none"> Video example
0930 - 1400	Elocutio - The art of moving and motivating messaging <ul style="list-style-type: none"> 7 techniques for breakthrough communication Strategies of presidents, prime ministers & pro speakers Delivering messages with unforgettable impact Stimulating passion - transferring emotion Engaging, motivating & moving audiences to action 	Individual <ul style="list-style-type: none"> Strategic content analysis Small group training <ul style="list-style-type: none"> Build complete persuasive message/presentation with emotional impact to convince target audience, stimulate them to action and achieve your goals
1400	Elocutio – Presentations #2 with feedback	
1545	End Day 2: Summary, analysis and participant feedback	

Om kursholder



Richard B Stephenson

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Richard er ekspert på overbevisende kommunikasjon og jobber til daglig hos TrueNorth Consulting i Oslo. Han er opprinnelig fra Canada, og har 20 års erfaring som kursleder og konsulent innen salg, ledelse og strategisk kommunikasjon. Richard har utført oppdrag for en rekke lokale og globale tungvekttere inkludert DNB, IF, Gjensidige, Tryg, Nordea, Visma, Veidekke, NSB, Aker Solutions, Bouvet, Statkraft, Jotun, Accenture, Microsoft, Sony, Shell, Lowe Worldwide, McKinsey, BDO og mange andre.

Etter avsluttende eksamener i bedriftsøkonomi (markedsføring), statsvitenskap og filosofi i Canada, begynte Richard sin karriere i 1996 som konsulent innen bedriftskommunikasjon ved Polaris Institute AS. Allerede i sitt andre år avanserte Richard til stillingen som salgsleder. Innen fire år hadde han gått gradene via stillinger som seniorkonsulent og admin direktør til eierposisjon i selskapet. I 2000 ble Richard spurt om å slutte seg til, og bidra til å utvikle, Norges første selskap for opplæring innen retoriske ferdigheter, Logografia. I 2002 ble han forfremmet til seniorkonsulent, og i 2003 ble han partner og admin direktør i Logografia.

I tillegg til å kurse mange av Norges fremste ledelses- og salgsteam, har Richard også hatt konsulentrolle innen en rekke prestisjefylte prosjekter, deriblant Ski-VM i Oslo 2011, der han stod for Oslos vinnerpresentasjon. Richard utviklet også Sveriges vinneranbud som vertskapsland for VM i Muay Thai 2016, og har hjulpet NCE Smart Energy Markets til å oppnå NCE- og GCE-status, noe som sikrer statlige forskningsmidler i henholdsvis 5 og 10 år.

I dag er Richard partner hos TrueNorth Consulting, et ledende opplærings- og konsulentfirma som spesialiserer seg på å skape gjennomgripende, langsiktig ytelsesforbedring innen salg, ledelse og strategisk kommunikasjon. Han leder programmer for ledelsesutvikling i fem land, er partner for kommunikasjonsopplæring for flere nasjonale olympiske komiteer, driver opplæring og konsulentvirksomhet for 16 av Norges 20 største selskaper, og holder jevnlig innlegg om strategisk kommunikasjon på salgs- og ledelseskonferanser ved siden av å forelese ved en rekke universiteter og høyskoler.