

Courses

“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*

“Excellent instructors.”

Course Attendee

“Very interesting course.”

Course Attendee

“Excellent!”

Course Attendee

Related Training:

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

Effective 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 13 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

 *This is an elective course for the Certificate in Communication and Advocacy.*

Topics

- Briefing Preparation
- Drafting and Delivering Briefings
- Question and Answer Techniques
- Keys to Success and Simulated Briefing Exercise

This course is available for custom on-site training on GSA Advantage® as a 1- to 4-day program, and can include one-on-one video and feedback.

**Contact us for details:
703-739-3790, ext. 112.**



*Also see
Writing to Persuade
page 25.*



7 CEU Approved for .7 CEUs from George Mason University.



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

Time and Date

8:30 am to 4:30 pm

- October 21, 2011
- October 19, 2012

See web site for course location in Washington, DC.

Registration Fee: \$595

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

Express Registration and Order Form

Please make photocopies for additional registrations and orders.

Course, Publication,
or Audio Course on CD

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Method of payment

(Registration and any applicable administrative fees must be paid in full to attend a course.)

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