

SPEAKING FOR LEADERSHIP COURSE

10 HOURS



BUNBURY'S WAY

CONTENTS

HOW TO BUILD RAPPORT

- Kiss versus kill
- Conversation is about quality
- Conversational threading
- Use statements instead of questions

ANCHORING

- What is anchoring - How it works
- Get the value proposition identified
- Enjoy negotiation
- Win-win agreements
- Use creativity

CONVINCING AND PERSUASIVE COMMUNICATION

- Get into the ideal state
- Psychology of saying yes
- Words that influence
- Organisational patterns

POWER: THE SECRET LANGUAGE TO IT

- Charisma matters
- How to increase your influence
- How to gain respect

