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## Basics of Persuasion

Ideas may be at the heart of innovation, but they need uptake to live. There has to be some interaction with the world outside the innovation space, some translation from the mind of an individual to that of a broader audience for an innovation to realise its potential. Realising that potential generally requires people to change - their habits, their behaviour, their thinking, their beliefs - and the success of any change turns on choice. The skill of persuasion is, in essence, the ability to secure support for your desired object - to convince others to choose to do what you think is best, the way you think it should be done, using the resources you think you should be used. The foundation module of the Conversational Commerce program focuses on developing an awareness of the duality of the uptake exchange; an understanding of the types, functions and interests of the fora in which it occurs; and the skills needed to participate in them confidently. *Basics of Persuasion* frames this development within the context of obtaining the Participant's own goals, providing a practical anchor to a fundamental skills set that is the foundation of collaboration, negotiation and networking - the platform for successful uptake and innovation.

### THE FACILITATOR:

Fiona McNee has almost 20 years experience in providing strategy, communication and development advice to clients from both public and private sectors.



Combining tertiary qualifications in both law and communication and law, she works with clients across a diverse array of industries, from ICT and energy technologies to agriculture and human health, to develop solutions to the challenges of delivering outcomes in an ever-changing environment.

With an increasing focus on the innovation and creativity sectors, she has developed significant expertise in building alliances, collaborative problem-solving and proactive partnering that enhance relationships and deliver sustainable social and financial gains

### LEARNING OUTCOMES:

1. Understand the term "market" and be able to explain how a market works as well as identify the markets in which the Participant operates
2. Distinguish between "needs" and "wants", and be able to discern the common needs and wants relevant in the markets in which Participant operates
3. Identify and distinguish between the three elements of the classical model of persuasion
4. Construct a persuasive argument
5. Appreciate the purpose of positioning and networks in influencing the markets in which the Participant operates

Immerse Yourself in Conversational Commerce

## Module Outline

*Basics of Persuasion* is structured in three parts, ultimately forming a frame for comprehension that encompass both the big picture and direct application to each Participant's daily activities. The morning session will focus on the concept of a market as the fundamental forum for exchange rather than its colloquial connotations of buying and selling. This is intended not only to broaden the Participants' appreciation for the duality of exchange, particularly in contrast to the win-loss mentality many have regarding commercial transactions. It will also require each Participant to identify and consciously consider the needs, wants and value of the markets in which they operate, and how this appreciation might enhance and improve their current activities. The second session will build on this impetus to take action by introducing and analysing the classical model of persuasion as the basis for constructing a compelling argument of proofs. The final afternoon session will focus on applying the insights of the preceding two sessions to the Participants' appreciation of positioning and networks as an integral part of the innovation and creation process, and to developing skills to broadening their individual circles of influence.

## Why Conversational Commerce?

For over a decade, public and private sector reports have consistently identified the need for graduates from our education system to acquire commercial savvy and innovative thinking in order to compete in a global marketplace for ideas. This is particularly so in the innovative industries which are widely accepted as the key to increasing productivity across economies, both directly and indirectly. However, while there are presently a multitude of programs related to bringing a product to market, there is little available for an innovator who wants to understand why a market is relevant in the first place.

The problem Your Commercial Foundations (YCF) looks to solve for its clients is that an innovator's lack of understanding of the commercial work will hamper their ability to produce world-class output that is of value and relevance to their end-user. Three concepts differentiate our program of Conversational Commerce and guide every part of our program:

- **practical:** Conversational Commerce content is designed to be of immediate use in day-to-day activities
- **insight:** Conversational Commerce provides familiarity and understanding to enhance and empower future activities
- **specialized:** Conversational Commerce is specifically tailored to its audience - innovators - and their needs, and not by content topic.

### THE BOTTOM LINE

TIMING:	9-5pm includes 30 min lunch
INVESTMENT:	\$670 (excl. GST) per head ideal class size 8-10 25% deposit, balance 24 hrs prior to module. Participants will be asked to complete an on-line survey prior to the module to aid tailoring content for that session.
TO APPLY:	Please complete the Application Form available on-line at <a href="http://www.ycf.net.au">www.ycf.net.au</a> and email to <a href="mailto:info@ycf.net.au">info@ycf.net.au</a>

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