



Project Management Institute  
Columbia River Basin Chapter, Inc.

## 2009 Professional Day Seminar April 14, 2009

### **The Power to Persuade and Influence Without Authority** **Presented by Lori Silverman**

- How often do you need others to take a particular action or change their mind on an issue?
- Ever wonder why some individuals are more successful at achieving these outcomes?
- What can you do to get the same results?

Anyone can be influenced or persuaded; the challenge is learning what techniques really work, what approaches often do not, and why. Discover how to enhance your credibility, the difference between persuasion and influence, and how to decide what technique to use to positively alter the behaviors, attitudes and beliefs of others to enable you to achieve the results you need at work.

Upon completion of this workshop, you will be able to:

- Increase your personal credibility by building trust and expertise.
- Analyze a work situation for key factors related to power, persuasion and influence
- Determine whether it's best to use a persuasion or influence strategy to get others to change or take action
- Utilize personality temperament to better understand an individual's needs and persuade him or her
- Use stories as a tool of persuasion
- State three ways in which language can help or hinder your abilities to persuade and influence
- Apply seven proven influence strategies in the workplace



**Lori Silverman**

Lori is a business strategist, keynote speaker, and the owner of Partners for Progress, a management consulting firm. She has worked in fifteen different industries with organizations such as Chevron, Bechtel, Valmet, American Family Insurance, Lenscrafters, Midwest Energy Association, Midwest Airlines, Lucent, BMW Financial Services, and the 302nd Airlift Wing.

At the University of Wisconsin-Madison, she led the development of the project management methodology used in the Project Management Master's Certificate. She also spearheaded the development of seven, two-day courses for the University of Wisconsin-Milwaukee's Project Management Certificate Program.

She has published over one hundred articles and workbooks on the topics of strategic planning, teams and teamwork, quality, and enterprise-wide change and has appeared on over 50 radio and television shows to talk about using stories at work.

Lori is the co-author of *Critical SHIFT: The Future of Quality in Organizational Performance* and *Stories Trainers Tell: 55 Ready-to-Use Stories to Make Training Stick*.

Her latest book, *Wake Me Up When the Data is Over: How Organizations Use Stories to Drive Results*, was in the top 100 on Amazon during the first two weeks of its release. It includes a chapter on story use in project management.

**WHERE: Holiday Inn at TRAC in Pasco, WA; 8 AM to 5 PM**

**SAVE \$50 -- EARLY REGISTRATION THRU MARCH 31, 2009:**

PMI, NMA, ASQ Members -- \$200 (8 PDUs)

Non-members -- \$250

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