

Ethical Persuasion

“Assisting people in examining options and choices.”

Program Overview

This workshop focuses on the art of persuasion, how ethics can influence the process and the relevance of ethical persuasion. Participants learn how to effectively and ethically communicate with people when discussing decisions and choices.

Modules

1. Know the Fundamentals of Persuasion
2. Ethical vs. Unethical uses of Persuasion
3. Using Persuasion with Coworkers
4. Knowing when you are the Target of Influence
5. Practicing with Persuasion

Target Audience All - Please note that this program can be tailored to meet the specific needs of the audience or organization.

Length of Presentation 1 or 2 day workshops

Goals and Expectations

To learn the basics of persuasion and how to distinguish ethical from unethical persuasion. Participants practice the use of persuasion within the workplace and learn how to recognize when they themselves become the object of persuasion.

Thumbnail Speaker Biography

- CEO of non-profit and for-profit organizations
- Adjunct Professor: Group Dynamics, Cultural Diversity, and Marriage and Family Counseling
- Author of the recently published book, *The Navigator of Life*
- Entrepreneur

Handouts, Activities and Q&A Session

Provided by Speaker

DR. NATHANIEL J. WILLIAMS

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