



STRATEGIES FOR ENHANCING EXECUTIVE INFLUENCE

Applying the Science & Art of Persuasion

The Charles Hotel, Harvard Square, Cambridge, Massachusetts

SAMPLE PROGRAM AGENDA

Day 1

- 7:45 a.m. – 8:30 a.m. *Registration and Continental Breakfast*
- 8:30 a.m. – 12:00 p.m. **The Science & Art of Persuasion: Principles, Part I**
- 12:00 p.m. – 1:00 p.m. *Luncheon*
- 1:00 p.m. – 5:30 p.m. **The Science & Art of Persuasion: Principles, Parts II -III**
Persuasive and Unpersuasive Messages
- 5:30 p.m. – 6:30 p.m. *Reception*

Day 2

- 7:00 a.m. – 8:45 a.m. *Continental Breakfast*
- 8:45 a.m. – 1:00 p.m. **Persuasion Principles in Action: Face-to-Face**
Interpersonal Persuasion
Making a Persuasive Presentation: Going to Scale
- 1:00 p.m. – 2:00 p.m. *Luncheon*
- 2:00 p.m. – 4:00 p.m. **Power vs. Persuasion**
- 4:30 p.m. *Adjournment*