

| Wk   | Weekly Topic & Assignment  |
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| <div data-bbox="87 134 168 197">11</div> <div data-bbox="110 210 162 268">Mar 20</div> <div data-bbox="110 302 149 331">To</div> <div data-bbox="103 365 155 424">Mar 25</div> <div data-bbox="84 457 175 550">READ<br/>Locker<br/>Ch.11</div> | <div data-bbox="587 121 1172 159">Applying persuasive Communication</div> <div data-bbox="201 197 815 235"><b>A) What is persuasive communication</b></div> <div data-bbox="246 235 1435 533"> <ol style="list-style-type: none"> <li>1) Perhaps one of the most valuable skills in the world.</li> <li>2) Positive, unwavering energy.</li> <li>3) A means of opening doors. <span style="float: right;">It takes time to mature!</span></li> <li>4) Sincerity and more sincerity with empathy.</li> <li>5) Are target audiences' needs being met?</li> <li>6) Use of admiration and respect to build trust.</li> <li>7) Carefully designed messages to influence thinking.</li> <li>8) Properly! Pronounced words, usage, facts, and statistics.</li> </ol> </div> <div data-bbox="201 567 870 604"><b>B) What isn't persuasive communication</b></div> <div data-bbox="246 604 1136 827"> <ol style="list-style-type: none"> <li>a) Getting your needs met.</li> <li>b) Unplanned communication.</li> <li>c) Not leading by example.</li> <li>d) Poor dress, mannerisms.</li> <li>e) Claptrap, browbeating, strong-arming, snake oil.</li> <li>f) In-authentic self, beliefs, and motives.</li> </ol> </div> <div data-bbox="1182 533 1533 835"> </div> <div data-bbox="201 861 695 898"><b>C) The mechanics and process</b></div> <div data-bbox="246 898 1403 1302"> <ul style="list-style-type: none"> <li>• Orient yourself around the needs of others.</li> <li>• display abundant patience and support.</li> <li>• supply validation when possible.</li> <li>• Display unwavering positive energy.</li> <li>• identify yourself with prestigious institutions and people.</li> <li>• preserve your image by avoiding socially unacceptable behavior.</li> <li>• pay close attention to your appearance and presentation.</li> <li>• use language that especially relates to your audience.</li> <li>• cite data and statistics only when they're accurate.</li> <li>• mirror your audience's needs, hopes, and aspirations.</li> </ul> </div> <div data-bbox="201 1335 854 1373"><b>D) Writing persuasive problem solving</b></div> <div data-bbox="201 1373 1500 1478"> <p><b>Templated writing techniques</b> help you quickly focus on your content. JAM for each category to generate your substrate. Then weave and clean a final product. Set a timer for 20 minutes to complete all template categories.</p> </div> <div data-bbox="246 1478 1484 1516"> <ul style="list-style-type: none"> <li>• If you don't have a template, research, phone a friend, email a professor.</li> </ul> </div> <div data-bbox="201 1549 1549 1688"> <p><b>Use kernel sentences:</b> simple, declarative, active sentences (N.Chomsky)<br/> Use of clear and concise language that is free of jargon and technical terms focuses the reader. Use the template category to guide construction. Some persuasive problem-solving requires technical terms but emphasizes the verb action phrase.</p> </div> <div data-bbox="246 1688 1256 1982"> <ol style="list-style-type: none"> <li><b>A.</b> I share your vision.</li> <li><b>B.</b> We're on our way.</li> <li><b>C.</b> Bob, you are among the most creative managers I've met.</li> <li><b>D.</b> John's performance is abysmal.</li> <li><b>E.</b> Cafeteria caloric rich food must go.</li> <li><b>F.</b> Working together means solving smartly.</li> <li><b>G.</b> Improve performance by ensuring no defects.</li> </ol> </div> |

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