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## LEADERSHIP DEVELOPMENT

WITH DR. CATHY GREENBERG  
AND DR. RELLY NADLER

# NEWS

### Leadership Development News Monday 9 AM PT

**January 09th 2017: Encore: The Art of Woo: Using Strategic Persuasion to Sell Your Ideas.**

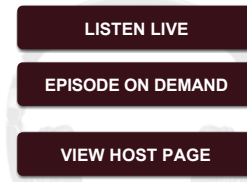
No! It's a word few of us like to hear, especially when presenting an idea we feel very enthusiastic about. So how do people like Andy Grove and Bono know how to persuade others so effectively? What can we learn about effective persuasion and why what you say may not be as important as "how you say it"? What makes someone a "good persuader"? Do senior executives really need to "woo" anyone? Can't they just use their authority and influence to make things happen? How often have you seen business people use numbers and facts to get people on board- Are they really effective or not?

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