

# Persuasive Leadership for the Public Sector

Mastering Communication Techniques to Win Support for Organizational Change



Online → Modules 1 & 2: May 24, 2023 | Modules 3: May 31, 2023

## Agenda Overview

A fundamental leadership skill for guiding organizations through change is communication. Leveraging communication to create a change vision which your colleagues will react positively to, implement, and follow is a sought-after skill of the most persuasive leaders. **Persuasive Leadership for the Public Sector** will reveal strategies for public sector leaders at all levels to enhance their communication skills to help forge a blueprint for organizational change.

Over the course of three modules - **Creating the Change Vision Story, Persuasion Techniques for Successful Organizational Change, Effectively Countering Resistance to Change** - participants will gain cutting-edge communication skills and techniques to lead their organizations through a change initiative effectively and efficiently. Participants will also gain insights into strategies for maximizing the benefits of an organizational transformation while reducing the challenges that change entails.

Whether you are just embarking on a new leadership role or an experienced change-maker, this practical, hands-on course has something for you. Through an informative mix of presentations, interactive exercises and peer-to-peer mentorship, **Persuasive Leadership for the Public Sector** will provide actionable steps to help you become a more effective and persuasive change leader and win support for transformational goals.

Register Now



## Meet Your Facilitator

**Dr. Bill Brantley** is the President and Chief Learning Officer of Brantley Advanced Social Science Applications (BAS2A). He has been a program manager for the Emerging Leader Program, the Supervisor Certificate Program, and the Executive Coaching and Career Coaching Programs at the U.S. Patent and Trademark Office. Dr. Brantley was awarded the 2019 Emerging Training Leader by Training Magazine and is an IPMA-HR SCP, a Certified Professional in Talent Development, an ROI-certified professional, a certified data scientist, and a Certified Professional in Training Management.



In addition, Bill is a certified Project Management Professional, a certified agile project manager, an accredited professional in business analysis, and is certified in Disciplined Agile. He has completed over 200 hours of coaching training from the Neuroleadership Institute, the American Confidence Institute, emotional intelligence coaching, and the Global Team Coaching Institute.

Dr. Brantley is an adjunct faculty member for the University of Louisville (20+ years) and the University of Maryland (8+ years). He is the author of *The Persuasive Project Manager* (2019), *Four Scenarios for the Future of the Federal Government* (2019), and *Strategic Career Reinvention* (2022). Dr. Brantley has also created nine award-winning Massive Open Online Courses (MOOC) on project management communication and digital transformation for the University of Maryland's Project Management Center for Excellence. His courses have attracted nearly ten thousand students worldwide.

## Who Attends?

This training course is relevant for all public sector employees at all levels; including:  
CEOs/CTOs/CIOs/Director Generals/VPs and Head of Department and Directors/Managers of Leadership, Change Management, Training and Development, Human Resources, Employee Engagement

## Key Learning Objectives

Refine your communication skills - communicating for understanding vs. Communicating for information giving

Master emotional and cultural intelligence when communicating change initiatives

Learn how to recognize and overcome cognitive biases to communicate messages more clearly and effectively

Win internal buy-in for transformation and organizational change

## Explore the Agenda | Day 1 | May 24, 2023

**10:00am ET** Welcome from Public Sector Network

**10:05am ET** Training Overview, Objectives and Outcomes

### Module One - Creating the Change Vision Story

**10:20am ET** Storytelling for Leaders

- Why storytelling works for organizational change
- Envisioning the future
- The Context-Challenge-Action(s)-Results-Impact (CCARI) Story Framework

**10:35am ET** Workshop Activity

Participants will build change vision stories using CCARI and then present the stories to the group for comments and constructive feedback.

### Module Two - Persuasion Techniques for Successful Organizational Change

**11:00am ET** Cialdini's Seven Principles of Persuasion Review

- The seven basic principles of persuasion
- How to build the seven persuasion principles into your change vision story

**11:15am ET** Workshop Activity

Participants will refine their CCARI stories to include selected persuasion principles and present their stories to the group for comments and constructive feedback.

**11:45am ET** Debrief and Reflections from the Participants

**11:55am ET** Preview of Day 2

**12:00pm ET** End of Day 1

## Preparation

This training session is highly interactive with group activities about and discussions throughout. Come prepared with some current challenges you are facing in your organization.

To participate you'll need:

- Computer with a camera and microphone
- Strong internet connection
- Quiet, well-lit space
- An open mind and readiness to engage both internally and in groups



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## Explore the Agenda | Day 2 | May 31, 2023

**10:00am ET Welcome Back from Public Sector Network**

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**10:05am ET Training Overview and Review of Day 1**

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### Module Three - Effectively Countering Resistance to Change

**10:15am ET Understanding the Causes of Change Resistance?**

- What does change resistance look like?
  - The psychological foundations for change resistance
  - Strategies used by change resisters
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**10:30am ET Workshop Activity**

Using CCARI stories from Day 1, participants will brainstorm possible change resistance strategies. This will be followed by a participant's debrief activity.

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**10:55am ET Break**

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**11:00am ET Cognitive Biases and Persuasion**

- What are cognitive biases?
  - How do cognitive biases impact persuasion?
  - Overcoming cognitive biases
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**11:15am ET Workshop Activity**

'Spot the Cognitive Biases'

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**11:35am ET Using Emotional and Cultural Intelligence to Craft Your Change Communication Strategy**

- Cultural intelligence and the four steps
  - Emotional Intelligence and its' five components
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**11:50am ET Debrief and Reflections from the Participants**

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**12:00pm ET End of Day 2**

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