

# Texas Executive Education

The University of Texas at Austin **McCombs School of Business**

800.409.3932 |

ExecEd@mcombs.utexas.edu | [www.mcombs.utexas.edu/ExecEd](http://www.mcombs.utexas.edu/ExecEd)



## Advocacy: Championing Ideas and Influencing Others

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***“An eye opener—now I know that I have a lot of control over my success.”***

***John Salinas***

***Director of Operational Accounting, SSP Circle K***

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In today's very tough competitive world, good ideas are especially important. Regrettably, good ideas don't ever sell themselves; they must be sold – or advocated. Some people seem to know how to market their ideas with ease while generating personal loyalty at the same time. For others, it's a skill that can be acquired. In this unique program, you will learn the basic marketing concepts that affect your success at convincing others to adopt your ideas. You will walk away knowing how to construct and deliver your message, to position and differentiate your ideas, to generate loyalty and commitment, and to overcome resistance and be more persuasive. This program is designed to enhance your skills on how influence others to be able to convince them of the value of your ideas.

### Topics

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- Bolstering advocacy effectiveness
- Building and sustaining loyalty
- Positioning and differentiating yourself and your ideas
- Creating persuasive strategies
- Becoming an effective advocate and communicator
- Creating and maintaining relationships that work

### Key Benefits

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- Develop and implement an internal marketing plan
- Construct and deliver persuasive messages that work in any context
- Build and nourish alliances and networks
- Generate loyalty and commitment from colleagues and contacts
- Find and use mentors and/or become a mentor
- Sponsor and spread change throughout the organization
- Use narratives and stories to communicate a message
- Overcome objections and handle problem people and/or situations
- Present ideas with impact and impetus
- Tailor messages for different audiences

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## Faculty

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### **John A. Daly, Ph.D.**

Liddell Professor of Communication at the University of Texas and Professor of Business Communication in the McCombs School of Business. Dr. Daly teaches graduate and undergraduate courses on topics such as Interpersonal Communication, Organizational Behavior, Advocacy and Persuasion. As an active speaker and consultant to government and industry, John Daly has worked with over 300 organizations including 3M, Dell Computer, Frito-Lay, Continental Airlines, Marriott, Merrill Lynch, Bayer and many others. His work has taken him to Great Britain, the Netherlands, Finland, Singapore, Japan, Indonesia, Thailand, Canada, Mexico, and Brazil. Arguably the most popular professor on campus, he has received numerous awards at the University in recognition of his excellence in teaching.

### **Minette (Meme) Drumwright, Ph.D.**

Associate Professor, College of Communication. Professor Drumwright was formerly on the Marketing faculty at the Harvard Business School and the McCombs School of Business. Her research and teaching have spanned the areas of marketing and communication, and she teaches undergraduate and graduate courses on integrated communication management as well as other topics. Dr. Drumwright's articles and cases have been published in a variety of books and journals, and she has received numerous teaching awards from both the McCombs School and the College of Communication. She teaches in various corporate executive education programs in North America and abroad and serves as a consultant to companies in the U.S. and abroad.

## Registration and Fees

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The program fee includes materials, lunches and breaks. Certificate graduates of Texas Executive Education, UT Austin alumni and teams of 3 receive a 10% discount. Teams of 5 or more receive a 20% discount.

You may register on-line at [WWW.MCCOMBS.UTEXAS.EDU/EXECED](http://WWW.MCCOMBS.UTEXAS.EDU/EXECED)  
or call Texas Executive Education at 800.409.3932

For information on the cancellation and transfer policies:

[WWW.MCCOMBS.UTEXAS.EDU/EXECED/REGISTER.ASP#CANCELLATION](http://WWW.MCCOMBS.UTEXAS.EDU/EXECED/REGISTER.ASP#CANCELLATION)

## Continuing Education Credits

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Participants earn 1.40 continuing education units (CEU) or 14 CPE. There are no prerequisites for this program and a certificate of completion will be presented from Texas Executive Education.

## Schedule

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This two day program meets from 8:30 a.m. to 4:30 p.m. A schedule and campus map with location information will be sent approximately two weeks prior to the session with your paid registration.