

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



Advocacy: Championing Ideas and Influencing Others

“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

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

- 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

- 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

John A. Daly, Ph.D.

Liddell Carter Professor in The University of Texas at Austin's College of Communication, Texas Commerce Bancshares Professor in the McCombs School of Business, and a University Distinguished Teaching Professor. Dr. Daly teaches graduate and undergraduate courses on topics such as Interpersonal Communication, Organizational Behavior, Advocacy and Persuasion. He has served as President of the National Communication Association, and on the Board of Directors of the International Communication Association and the International Customer Service Association. He is one of less than 50 scholars in the world who is a Fellow of the International Communication Association. 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.

Gaylen D. Paulson, Ph.D.

Associate Dean and Director, Texas Executive Education. Dr. Paulson's research and teaching are focused on the strategic aspects of interacting with people, including negotiation, conflict management, persuasion and interpersonal communication. He has written about processes involving confrontation, resisting and overcoming resistance to persuasion, negotiation strategies, the impact of electronic communication on performance, and perceptions of threats and warnings in the workplace. He has published articles, case studies and book chapters in outlets such as The Journal of Applied Psychology, The International Journal of Conflict Management, International Negotiation, Communication Research, and The Handbook of Language and Social Psychology. He has also been recognized with a number of teaching awards, most recently being named to the UT MBA "Faculty Honor Roll" and an "Outstanding Faculty" member in the Engineering Management Executive Master's program.

Registration and Fees

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
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

Continuing Education Credits

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

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.