



# San Francisco

THE INSTITUTE FOR MANAGEMENT STUDIES, 6580 S McCarran Blvd., Suite B, Reno, NV 89509

SUBJECT	<b>CHAMPIONING YOURSELF AND YOUR IDEAS: ADVOCACY AT WORK</b>		
FACULTY	DR. JOHN DALY		
LOCATION	Carnelian Room/Bankers Club 555 California St., 52nd Floor, San Francisco, CA 94104 (415) 433-7500	DATE	Wednesday, September 23, 2009
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

## TIME TOPICS

5%	<b>Why Advocacy Matters</b> • Why having a good idea is not enough, you also have to “market” that idea
15%	<b>Effectively Communicating Your Idea</b> • Ways to organize your message to ensure memorability • How to frame ideas so they are persuasive
15%	<b>Building Credibility and Affinity</b> • Why a personal brand matters; why the “brand name” of your team matters • Ways to discover and enhancing your brand name—shaping perceptions of trustworthiness, competence, and social effectiveness
20%	<b>Creating Partnerships</b> • Techniques for effective networking within the organization • The importance of “face” sensitivity • The value of narrative—how to successfully tell stories that are persuasive
25%	<b>Pre-selling—the more important the issue is, the more it needs “sold” before any formal meeting</b> • Marketing your ideas internally—building the case for your idea • Understanding what motivates decision makers • Successfully handling objections
20%	<b>Influencing Skills</b> • How to persuade decision-makers to “buy” your idea • Overcoming resistance to your idea

## SEMINAR DESCRIPTION

Ideas matter. Innovations can change the future of companies. But in any organization, having good ideas is never enough. Those ideas also need to be “marketed” within companies. No matter what their functional role, executives and managers must regularly sell ideas to decision-makers, peers, and subordinates. In this highly interactive program, you’ll learn what it takes to successfully advocate your ideas. Successful advocates know how important it is to clearly communicate their ideas, how their reputations shape how people respond to their ideas, how they need to build partnerships and alliances with others in getting ideas adopted, how they must “pre-sell” any idea long before formal meetings, and how to be persuasive and influential in meetings. We will discuss new research on each of those topics - research that offers you interesting and surprising ways to champion innovations in your organization.

## FOR RESERVATIONS

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## FACULTY



**DR. JOHN DALY** is the Liddell Professor in the College of Communication, Distinguished Teaching Professor, and Texas Commerce Bancshares Professor of Management at the University of Texas at Austin. He teaches graduate and undergraduate courses on topics such as interpersonal communication, organizational behavior, advocacy and persuasion, and customer loyalty. He has won thirteen different teaching awards while at the University of Texas. He has published more than one hundred scholarly articles, and completed six academic books. 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 50 scholars in the world who is a Fellow of the International Communication Association. Fellows are recognized for their major scholarly contributions. He has worked with Marriott, Consolidated Edison, American Airlines, Continental Airlines, Chase, Morgan Stanley, Roche, Amgen, Pfizer, Bayer, Astra-Zeneca, State Farm, Kraft, BP, Shell, Merck, Home Depot, Texas Instruments, UPS, FedEx-Kinkos, 3M, Dell, IBM, AT&T, Prudential, and Samsung, among many others. In the governmental arena, Dr. Daly has worked with the White House (Executive Office of the President) designing and implementing a major customer service initiative as well as with numerous federal, state, and local government units throughout the United States.

## GUIDE TO PARTICIPANT SELECTION

SENIOR EXECUTIVE  
(Pres, Exec & Sr. VP)

EXECUTIVE  
(VP & General Mgr)

SENIOR MANAGER  
(Div. & Reg. Mgrs)

MIDDLE MANAGER  
& SUPERINTENDENTS

3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1	1
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Plng	Pchsg	R&D	Sales	

### APPLICABILITY

"1" indicates primary target audience

"2" indicates a good fit if the level of material is appropriate

"3" indicates (in the opinion of the Institute and faculty) limited applicability.

## FOCUS

PRIMARY

### LEADERSHIP DEVELOPMENT:

Adaptability, Communication, Empathy, Initiative, Interpersonal Relations, Judgment, Motivation

SECONDARY

### EXECUTING/CONTROLLING/EVALUATING:

Decision Making, Use of Authority, Coordination

TERTIARY

### PLANNING/ORGANIZING:

Problem Identification, Analysis, Evaluating Alternative Solutions

## LEVEL

Introductory  Intermediate  Advanced