

Building Blocks for Non-Profits
**The Fine Art of Persuasion – Understanding
Yourself and Those Around You**

Wednesday, November 18, 2009

8:30 a.m. – 11:30 a.m., Pre-registration at 8:15 a.m.

Program Overview

What makes people agree to do something? Why is it that we can use the same tactic and get very different results? How do we effectively persuade different personalities? This workshop improves the effectiveness of persuading someone, in a nurturing manner, to make a decision . . . whether it is to donate, give their time, buy a product, or to accept or to agree to something.

You will learn:

- The psychology of persuasion
- Persuasion through questions
- What your behavioral style is and how it may help and hinder your persuasion efforts
- How to identify different behavioral styles and how to persuade to each

This will be a fun, fast paced program with many opportunities to practice your skills.

The Presenter

Jana Alverson has been involved in sales and sales management for 30 years. She incorporates "real life" experiences to the strategies and processes that Lynn McInturf Associates teaches. Jana is a believer in incorporating process in order to train, coach, problem solve, and duplicate results more effectively. A graduate of Ohio State and a member of the Association of Training and Development, Jana has spoken at the Cincinnati Chamber of Commerce, Cincinnati Home Builders Association, Northern Kentucky Chamber, and the Executive Coaching Association to name just a few. Jana is also involved in ESCC, a not-for-profit that consults other not-for-profits.

Please return this form by November 11 with your organization's check for \$25 (\$35 for non-members) made payable to ReSource. **Please note we have a 24 hour cancellation policy in order to receive a refund.** Mail application and check to:

November 2009 Seminar Registration
ReSource
3610 Park 42 Drive
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Building Blocks for Non-Profits training programs are held at The Health Foundation of Greater Cincinnati located in the Rookwood Tower, 5th floor 3805 Edwards Road Cincinnati, OH 45209

Building Blocks is made possible in part by the following partners:

