

# THE ART OF INFLUENCE:



## WHAT WORKS, WHAT DOESN'T WORK AND WHY

“Lori is one of only a few speakers who have so much to offer that I look forward to hearing her present over and over again. She combines relevant content and an extremely innovative and engaging style that never fails to leave her audience better informed, but still wanting more. I was overjoyed when she agreed to be one of the presenters at the premier Business Women’s Expo. Her presentation on ‘The Art of Influence’ received extremely high evaluation marks from the attendees and helped make this first-time event an overwhelming success. Quality, content, and high energy are her trademarks!”

Marian C. Walluks, President, Personnel Advisors, Inc. & MCW Productions  
Producer of the Business Women’s Expo

How often do you need to get others in your organization to take a particular action or change their mind on an issue? Ever wonder why some individuals are more successful at achieving these outcomes? What can you do to get the same results? Anyone can be influenced; the challenge is learning what techniques really work, what approaches often do not work, and why. In this talk you will become aware of specific ways to enhance your credibility and charisma. Learn techniques and approaches to positively alter the behaviors, attitudes and beliefs of others to enable you to achieve the results you need at work.

### YOU WILL DISCOVER...

- How trust and expertise impact your credibility with others.
- Specific ways to enhance your charisma.
- The optimal time for you to influence others.
- Seven proven techniques you can use to influence someone’s behavior and thoughts.

### POSSIBLE FORMATS

- Keynote
- Half-day workshop
- Full-day workshop

### WHO SHOULD ATTEND? YOU SHOULD IF YOU...

- Are in a formal leadership position.
- Function as a project manager or team leader.
- Serve as an internal consultant.
- Need to use influencing skills to achieve results at work.

### LORI L. SILVERMAN

Engaging. Captivating. Humorous. Passionate. Effective.

Lori Silverman is a speaker, consultant, trainer, and author who strives in her work to connect people to possibilities and to each other. Her savvy yet down-to-earth style has helped dozens of individuals and companies to realize their true potential and professional success. Lori’s highly energized and enthusiastic approach and magical stories inspire her audiences to take action. A member of the National Speakers Association, she has mesmerized thousands of people with a variety of topics—ranging from the humorously edu-taining “Schmoozing: Meet, Greet and Speak with Ease” to weighty business topics such as “More than a Quick Fix: Organizational Change that Sticks.”

Lori owns Partners for Progress, a management consulting firm dedicated to helping organizations think and act differently so they can move to the next level of performance. She’s authored myriad articles, workbooks, and books including *Critical SHIFT: The Future of Quality in Organizational Performance* and *Stories Trainers Tell: 55 Ready-to-Use Stories to Make Training Stick*. Her new book is titled, *Wake Me Up When the Data is Over: How Organizations Use Stories to Drive Results*. Having earned two Master’s, in business and in counseling, and a B.S. in psychology, Lori shares a fascinating perspective with her audiences.