

Strategic Persuasion

The Art and Science of Selling Ideas

November 20, 2013
Sheraton Hotel, Karachi

November 29, 2013
Pearl Continental, Lahore

9:00 am to 5:00 pm



Course Facilitator:

Ramiz Allawala

Founder,
Avista Leadership Training

Renowned management
speaker in South Asia and
Middle East

Trained over 10,000
executives in the private
& public sector

Over 25 years of
corporate consultancy
experience

Top 6 Learning Outcomes:

- 1** Take ownership of ideas, suggestions and conclusions grounded in meticulous research and to defend such recommendations with conviction and courage
- 2** Practice the art of robust dialogue and engagement with internal & external customers and ably take a stance on well researched conclusions
- 3** Strengthen trust, credibility and deep interpersonal connection with customers using personal charisma & passion
- 4** Be courageous, yet skillful, in advocating, educating, informing and convincing customers
- 5** Learn the secret to win a well-structured argument
- 6** Be seen as an indispensable & critically important resource for the entire organization

...only from Octara !!!

For Details & Registration:

Tel: 021-34534261, 021-34536315, Fax: 021-34520708

E-mail: register@octara.com | www.octara.com



Course Facilitator: Ramiz Allawala

Ramiz consults and trains widely on coaching, team performance and leadership for hyper-growth organizations. Ramiz is a much sought after motivational public speaker who has delivered lectures in Asia and the Middle East on topics ranging from personal leadership, motivation and ethics to global leadership, corporate governance and social responsibility. After running businesses in USA and Pakistan, he founded Gulfstone Leadership Training and has coached and mentored senior executives, students, young leaders and underprivileged youth.

He has trained over 10,000 executives in the private, public and non-profit sectors. As a management consultant, Ramiz not only helps clients build leadership pipelines, cohesive teams, management strategies and develop Human Resource policies but also trains teams in service alignment and customer services. Participants in Ramiz's courses are struck by his intellectual insights, articulation and practical hands-on approaches that help them create their own destiny. Therefore, with his profound sessions, Ramiz has helped create high trust cultures in leading organizations.

His workshops are open, non-dogmatic, and interactive where everyone is challenged to offer differing views, ideas and strategies, since the main focus remains on 'do-ability' rather than theory. He offers instant feedback and assessment to his clients by using his unique 'Management-By-Coaching' model that is based on 3MCs - Managing Culture (creating high Trust), Managing Change (challenging set-piece learning loops), and Managing Commitment (inclusion, assertion and cooperation).

With an aim to improve the calibre of human resource, Ramiz is extensively involved in training assignments across Middle East and South Asia though he is now settled in Houston, USA.

Ramiz has trained participants from:



Here's what past participants say about Ramiz Allawala:

"The whole workshop was exciting enough to hold interest because teachings were practical and easily applicable."

Johnson & Johnson

"Training was excellent. I've had lots of training with different trainers but I found Ramiz outstanding."

Standard Chartered

"Ramiz understands the real issues of contemporary management and his sessions are always an inspiration."

Mobilink



Participants of Ramiz's previous course **Advanced Negotiation Skills** held on November 20, 2012

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Course Overview:

Persuasion and other political skills are strong predictors of performance ratings of employees, often outstripping both intelligence and personality traits. Research has shown that people with strong social skills command higher fees and salaries than equally talented but less socially adept colleagues.

Persuasion is different from negotiation although both are forms of influence. Negotiation focuses on coming to agreement in situations where at least one party sees a conflict of interest. Persuasion is designed to win the other person over, removing obstacles to create alignment. Both skills are critical to managers, but those who are skilled at persuasion can sometimes avoid or limit the need to negotiate.

Strategic Persuasion is an intensive, personalized, down-to-earth program that provides executives with critical tools to sell their ideas at work. You will apply your skills immediately to your organizational challenges - working in real time to develop a campaign to sell your idea.

Core Objective:

To develop a code, credo and skill to assert oneself courageously, competently and skillfully when advocating thoroughly researched conclusions with internal & external customers and mastering the process of selling ideas and recommendations to them.

Pre-Course Assessment:

We begin before you even arrive. You will complete a persuasion style assessment to help determine what influence tools your organization compels you to use most often - and in which of these you are strongest and weakest.

Learning Methodology:

The program features group work, coaching sessions, interactive lectures, and exercises to provide feedback on your persuasion styles. You will practice your new skills in real-time simulations as well as in role-plays using real problems.

Course Agenda:

- ▶ Examining the dynamics of comfort-zones and it's link with complacency
- ▶ Differentiating between aggressive, assertive and passive behaviors
- ▶ Understanding the Initiative Matrix and how it can propel one's career
- ▶ Examining one's personal courage and it's connection with living a meaningful life
- ▶ Viewing 'defensibility' of one's research and boldly selling conclusions with confidence
- ▶ Coming to terms with rejection and learning to 'Reject Rejection'
- ▶ Practicing the 5 - step model of persuasive skills
- ▶ Developing a commitment to take ownership of one's conclusions drawn from research and experience
- ▶ Paying attention to internal customers, bringing just the right tool at just the right time to influence and persuade
- ▶ Linking one's self - interest to final outcome of decisions

Who Should Attend?

Persuasion and influence inside organizations are core skills for everyone who has to get things done in a complex work environment. These include managers at every level, as well as people who work for government, international agencies, and nonprofit groups. One can never be too skilled at influencing others so that the right things get done more often and more efficiently.

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Workshop Investment

PKR **16,999/-**

(Fee per participant)

Fee Include

Course material, Octara certificate, lunch, refreshments and business networking

5 Easy Ways to Register

Phone : 021-34534261, 021-34520092
Fax : 021-34520708
E-mail : register@octara.com
Address : Octara Private Limited
1/E-37, Block-6, P.E.C.H.S., Karachi.
Web : www.octara.com

Payment:

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration.
Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of "Octara Private Limited"

To: Muhammad Imran Anwer
Octara Private Limited
1/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

Bring Strategic Persuasion In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at jason.bosco@octara.com or call at **0332-2422732** for more details

Connect with Octara on social networks:

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HUMAN DEVELOPMENT SOLUTIONS
WE ALL ABOUT PEOPLE



Roger Harrop Associates



Logistics Partner



Partner



Supply Chain
Excellence Series

Sustainable Supply Chain



Course Facilitator:

Mike Badwi

A renowned Supply Chain Management
Consultant, Trainer and a Specialist

Director and Principle Consultant,
Log-Ops Pvt Ltd., Australia

Over 25 years of international hands-on
experience in Operations & Strategic Planning

Contributed to the design, development &
implementation of transport & warehouse
management systems throughout Australia

Worked in numerous industries for Blue Chip
Companies around the globe

October 2 & 3, 2013
Pearl Continental, Lahore

October 4 & 5, 2013
Sheraton Hotel & Towers, Karachi

9:00 am - 5:00 pm