



TRAINING INITIATIVES FOR  
NEUROLOGY ADVOCATES

# COMMUNICATING PERSUASIVELY

COURSE NOTES



# INFLUENCE WITHOUT POWER

*“Influence is strategically thoughtful communication with other human beings to impact actions and outcomes”*

- Consider what you want and why
- Consider what the other party may want too - empathy + perspective
- prepare yourself to be thoughtful regarding what you say, and how you say it

## YOUR INFLUENCING TOOLKIT

- Your lived experience, your knowledge, your confidence / conviction / passion
- Your interpersonal skills
- Your communication skills

## Tips to Influence Effectively

- Strategise – e.g. a stakeholders web [https://www.mindtools.com/pages/article/newPPM\\_07.htm](https://www.mindtools.com/pages/article/newPPM_07.htm)
- Craft your message
- Cultivate allies
- Develop expertise

## Assertive Communication

*A manner of communication and a relational style used by individuals to express themselves confidently, openly, and in a positive manner*

<https://www.psychologytools.com/resource/assertive-communication/>

- Prepare in advance what you are going to say
- Practise Mindful Presence. in particular in times that are emotionally charged.
- Language of Competence - choose words that make you sound confident and competent

## Questions to develop self-awareness around your current level of assertiveness in communication

- How do you feel about being assertive in your communication?
- Does it make you feel uncomfortable? If so, ask yourself why?
- If someone called you assertive, would it feel like a compliment to you?