

Monthly Program, Thursday, April 29, 2010

ASTD - Cascadia Chapter

Serving Oregon and SW Washington

Winning the Hearts and Minds of Busy People

The Art of Persuasion, Influence & Personal Impact



Speaker: Jim Endicott, Distinction Communication, Inc., Portland, Oregon

Time: 8:30-11:30 am

Location: Willamette University Portland Center, 1120 NW Couch Street, Suite 450, Portland, OR 97209

Cost: \$25 chapter members, \$40 others (increases April 21)

Through personal stories, relevant research, case studies and powerful principles of influence, this highly interactive presentation will elevate your understanding of the art of presenting to an important new level!

Intended Audience

Anyone in the workplace learning field!

Overview

Everyday, L&D and business professionals alike attempt to communicate mission critical messages about their initiatives and programs; they use stories that are intended to be a catalyst for major training opportunities, strategic partnership development, funding and other important venues. Unfortunately, precious few of those critical messages will be remembered and acted on. Not because those delivering them are really that bad, but rather, they simply aren't memorably good.

See what research tells us about maximizing presenter influence and giving your message greater staying power as nationally-recognized, speaker and executive coach Jim Endicott provides insight into the 'high stakes presentation'. Now more than ever, the need to more effectively win the hearts and minds of busy people has become a critical topic for organizations of every kind!

Objectives

- Learn why the biggest and best companies don't always win.
- Understand the #1 misconception about the communication process.
- Embrace powerful techniques for helping your important messages stand out in the crowd.
- Discover 3 essential personal communication principles that can drive your message deeper.

Areas of Expertise

(based on National ASTD Workplace Learning Competency Model)

2. Improving Human Performance
7. Coaching
9. Career Planning and Talent Management

To Register

www.astdcascadia.org

Click on Events (top left corner)

Click on specific program link.

ASTD – Cascadia Chapter

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About Our Sponsor

Thank you to Willamette University's MBA Program for providing the meeting space!

To learn more about Willamette University's MBA program go to:

<http://getarealmba.com>.



Jim Endicott

President, Distinction Communication, Inc.

Author, Executive Coach and Industry Consultant

Jim Endicott is a nationally-recognized consultant, executive coach and author specializing in professional presentation messaging, design and delivery.

Jim has been a Jesse H. Neal award-winning columnist for PRESENTATIONS magazine and has contributed presentation-related content to magazines like Business Week, Consulting and Selling Power and the Portland Business Journal.

Jim's unique approach to the topic of better presentations transcends the simple software mechanics of "giving" a presentation. In stark contrast to so many other seminars today, Jim takes his audiences through a refreshing exploration of what it takes for others to actually "get" our important messages.

Jim has been a key note speaker at many leading industry events including the

- Intern. Association of Business Communicators
- InfoComm International
- Innotech
- Honeywell Annual Sales Conference
- PowerPoint live
- Presentations Conference
- Digital Impact Conference
- Excell Leadership Events

Distinction's client list includes companies like Adidas, Glaxo, Reebok, Honeywell, Intel, Tektronix, Charles Schwab, FLIR Systems, Smith-Barney, Office Depot, Clear Channel and many smaller organizations. Jim and co-author and psychologist Dr. Scott Lee released their first book in 2001, *The Presentation Survival Skills Guide* (Distinction Publishing).