



# Joshua SMITH

TALENT DEVELOPMENT EXPERT

Website: [www.cadrenenglish.com](http://www.cadrenenglish.com)

CV: [linkedin.com/in/cadrenenglish](https://www.linkedin.com/in/cadrenenglish)

Email: [jsmith@cadrenenglish.com](mailto:jsmith@cadrenenglish.com)

**English** – Native Language

**French** – Business fluency

**Spanish** – Conversational fluency

## SUMMARY

I specialize in talent development: teaching persuasion techniques to help executives and managers be more effective in negotiating, presenting, and accelerating their career movement.

- Atypical profile
- American, entrepreneur, living in France since 2004
- +10 yrs training/consulting experience
- +2,000 executives trained in +20 industries

## PROFESSIONAL EXPERIENCE

### Since 2010

#### Talent Development Expert, Owner CADRENGLISH

**Key clients:** TEDx, Hutchinson, Publicis, Aanora ...

**Summary:** +900 executives from over 20 companies trained

Intensive 'to-measure' trainings on the following soft skills:

- Conflict Mgmt
- Job Interviewing
- Negotiations
- Presentations
- Project Mgmt
- Recruitment
- Sales/Marketing
- Startup Pitching
- Leadership

#### Coaching Partner for TEDxIHEParis (2016)

**Client:** TEDxIHEParis

**Summary:** Conducted 2-hour workshop/discussion on Persuasion versus Manipulation with guest speakers

#### Talent Development Expert for COMMUNICAID

**Key client:** BNP Paribas

**Summary:** Over 50 executives trained to date

#### Guest Lecturer at SUP DE PUB

#### Communications Consultant for SPEECHMARK

**Key clients :** Oglivy, Y&R, Havas Worldwide, TBWA\,...

**Summary:** +500 executives from +15 companies trained

#### Guest Lecturer at REIMS MGMT SCHOOL

### 2007-2014

#### Communications Consultant for BLS GROUP

**Key clients :** Société Générale, Banque de France, Air France, Chanel, AXA, Cap Gemini, GRT Gaz...

**Summary:** +1,500 executives trained

### 2005-2006

#### Head of Communications for TEFL INT'L

**Summary:** Certified over 100 English trainers with a trimestral income of 80 K €

### 1999-2004

#### Loss Prevention Officer at WAL-MART in the USA

**Summary:** +200 investigations & prosecutions in total. (100 K€ annually)

## PUBLICATIONS

### 2016

**How to Shape Human Behavior for Negotiators**  
**234 Specialists. 114 Agencies. 670 Employment, Compensation Negotiation and Freelancing Solutions**

**Pages:** 392

**ISBN-10:** 1542329027

**ISBN-13:** 978-1542329026

**AMAZON:** <http://goo.gl/Dr7dzN>

### 2014

**How to Shape Human Behavior for Marketers**  
**63 Specialists. 38 Agencies. 662 Advertising, Branding, Marketing & Public Relations Solutions**

**Pages:** 156

**ISBN-10:** 1517169046

**ISBN-13:** 978-1517169046

**AMAZON:** <http://goo.gl/MDFmEs>

## EDUCATION

### 2004

**BA in Business Management (minor in philosophy)**

Lee University – Tennessee, USA

### 2002

**Small Business Management Internship**

Universidad Americana – Asunción, Paraguay

### 2001

**Associates degree in Business Administration**

Paul D. Camp Community College

## TESTIMONIALS

"I attended a 2-day intensive training. It was useful and the techniques and situations were specifically adapted to my job and my level of English. I would definitely recommend this."

- Marine, Trading Operations Manager

"I used the negotiation persuasion strategies to negotiate a 10K€/year pay raise."

- Karl, Account Executive

"J'ai été particulièrement satisfaite de l'aide apportée pour la mise en place d'un projet de start up. Clair et précis, un "coup de pouce" capital pour le développement de mon projet et le sérieux de son développement."

- Monique, Entrepreneur

"La formation m'a permis de regarder avec un oeil nouveau ma façon de communiquer et d'être persuasif. Avec plus de 70 techniques de persuasion et du très bon contenu de référence, je reviens régulièrement à cette formation pour atteindre les objectifs dans mon business. Je recommande sans hésiter!"

- Joseph, Entrepreneur

"Celà fait maintenant 2 ans que j'ai travaillé avec Joshua et que je travaille pour des clients internationaux avec qui je considère avoir de très bonnes relations."

- Paul, Digital Brand Consultant

## REALITY

1 in 4 people in the world have a functional, conversational level of English. To win market share outside of France, businesses, executives and managers have a challenge in front of them: English is by far the most used language in business.

## A BROKEN MARKET

While English language training companies improve your level of English, their training isn't designed to teach you how to be persuasive. The result: You learn how to read a contract in English, but not how to negotiate with a skilled negotiator.

So companies invest in one training to teach their employees how to speak English, and invest in a second training to teach employees how to be more persuasive, hoping their employees can connect these two trainings.

## THE CADRENGLISH SOLUTION

CadrEnglish fills the gaps between these two industries in a way French companies and executives can immediately benefit.

Our workshop allows your employees to increase their productivity and ability to communicate and convince in English with the same efficiency as in their mother tongue.

What makes the CadrEnglish approach unique in the field of coaching in France is that it acts as a training in English, a specialized coaching and a team building for your teams, combining elements of psychology, interpersonal communication and the use of English in the workplace and during negotiation.

## WHO MY WORKSHOPS ARE FOR

- **Companies** competing internationally whose executives must speak and persuade in English.
- **Executives and managers** managing international projects and must speak and persuade in English.
- **Entrepreneurs** seeking investments who must speak and persuade in English.
- **Anybody** having an intermediate level of English or higher who wants to speak and persuade in English.

## WHO HAS TRUSTED MY WORKSHOPS



## REASON FOR WORKSHOP

As competent as university students are, if they are not prepared to communicate, present, and negotiate in English with skilled English-speakers, they are at a disadvantage in today's international job market.

In fact, according to the Carnegie Institute of Technology "85% of your financial success is due to your personality and ability to communicate, negotiate, and lead. Only 15% is due to technical knowledge" learned at university.



Joshua SMITH is an author and talent development expert specializing in the strategy of persuasive communication, in English.

Since 2007, he has trained 2,000+ professionals from companies in many sectors from advertising to public relations, to banking to fashion.

## RESERVE THIS WORKSHOP

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# HOW TO FIND A JOB AND MAKE YOUR UNIVERSITY LOOK GOOD

Training workshop for universities and MBA Programs

## 4-HOUR EMPLOYMENT WORKSHOP

### PART 1: ATTRACTING RECRUITERS/HEADHUNTERS

**15 min - Exercise: Identifying career goals**

**45 min - Understand the recruitment process**

**30 min - Understand the HR recruiter**

- Their needs, wants, and constraints
- How recruiters qualify candidates
- What recruiters look for in a candidate
- The different 'types' of employees

**15 min - Coffee break - Q&A**

**1 hr - Creating a CV/LinkedIn profile that**

- Makes your university look good
- Makes your current employer look good
- Positions yourself as a desirable candidate
- Attracts recruiters & headhunters
- Grows your professional network

**30 min - Grow your professional network**

- Taking advantage of SEO & algorithms
- Understanding "informational interviewing"

**45 min - Exercise: Update LinkedIn profile**

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**At the end of this workshop, participants will:**

- Understand how to navigate the recruitment process
- Have a LinkedIn profile & CV to send to recruiters
- Have multiple email templates in English

## 7-HOUR EMPLOYMENT WORKSHOP

### PART 2: JOB INTERVIEWING & NEGOTIATING

## 4-HOUR EMPLOYMENT WORKSHOP

+

**30 min - Anatomy of a job interview**

- What happens during the job interview
- Common errors to avoid

**1 hr - Case studies & interview questions**

- Types of questions asked in a job interview
- 50 typical questions and how to answer them

**1 hr - Negotiate your compensation package**

- Understanding principled negotiation
- Identifying ALL of your assets
- Establishing and defending your value
- Dealing with resistance and rejection
- Closing the deal

**30 min - Exercise: Solve 1-2 case studies**

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**At the end of this workshop, participants will:**

- Have many job interview question answers in English
- Understand how to manage a job interview
- Understand how to negotiate their compensation

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# HOW TO FIND A JOB AND MAKE YOUR UNIVERSITY LOOK GOOD

Training workshop for universities and MBA Programs

## 11-HOUR EMPLOYMENT WORKSHOP

### PART 3: MANAGING YOUR 'TRIAL' PERIOD

#### 7-HOUR EMPLOYMENT WORKSHOP

+

#### 30 min - Manage the 'onboarding' process

- Managing expectations & learning curves
- Creating processes to optimize your time
- Managing meetings & presentations

#### 1 hr - Positioning for raises & promotions

- Managing expectations & office politics
- Identifying allies & enemies
- Managing enemies and saboteurs
- Finding the 'fast track' to promotion

#### 15 min - Coffee break - Q&A

#### 1 hr - Persuade the decision-makers

- Profiling your superiors
- Strategies for effective communication
- Dealing with 'difficult' managers
- Creating processes to optimize your time
- Continued learning & staying competitive
- Positioning yourself for promotion

#### 1 hr - Roleplay: 10 'difficult' conversations

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#### At the end of this workshop, participants will:

- Understand the 'onboarding' process
- Know how to position themselves for future success
- Be able to manage enemies, saboteurs, & obstacles

## 14-HOUR EMPLOYMENT WORKSHOP

### PART 4: BUILDING YOUR REPUTATION & CAREER

#### 11-HOUR EMPLOYMENT WORKSHOP

+

#### 1 hr - Become a top-performing manager

- Attracting & recruiting top-performers
- Creating processes to optimize your time
- 10 strategies to be a better manager

#### 1 hr - Conflict management

- Understanding constructive controversy
- Strategies for effective communication
- Dealing with 'difficult' people & situations

#### 1 hr - Roleplay: 10 'difficult' situations

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#### At the end of this workshop, participants will:

- Understand the basics of managing employees
- Understand how to manage conflict in the workplace
- Have a communication model to help them succeed

## REASON FOR WORKSHOP

The majority of your job responsibilities: paperwork, emails, etc. go unnoticed. You blend in and are ignored or overlooked unless you fail to do your job, then superiors want to know everything about you!

HOWEVER, there are also those few key moments – such as during presentations – when everybody’s eyes are on you, and you have the opportunity to show your clients, colleagues, and superiors how skilled, competent, and ambitious you are.



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# PRESENTATIONS AND PUBLIC SPEAKING - IMPERATIVES

**Intensive 2-4 day workshop for startups, managers, sales personnel...**

## DAY 1 - BEFORE YOUR PRESENTATION

### PART 1: POSITIONING YOURSELF FOR SUCCESS

#### 1.5 hrs - Understand your audience

- Universal needs & wants
- Cultural differences
- Personality differences
- Solo presentations - 3-5 minutes each

#### 1.5 hrs - Understand your situation

- Multi-lingual environments
- Decision-Making
- Imperatives
- Solo presentations - 3-5 minutes each

#### 1 hr - Lunch break - Q&A

#### 1.5 hrs - Structure your presentation

- Introduction
- Content
- Conclusion
- Structures
- Prepare for group presentations

#### 1.5 hrs - Style your presentation

- PowerPoint form
- PowerPoint content
- Prepare for group presentations

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### At the end of this workshop, participants will:

- Understand their audience and how to adapt their communication-style to be more persuasive
- Understand the environment and how to adapt their presentation-style to be more persuasive
- Understand basic cognitive errors that prevent their audience from understanding their message

## DAY 2 - DURING YOUR PRESENTATION

### PART 2: MANAGING YOUR AUDIENCE

#### 1 hr - Group presentations (Recorded) - 10 min

#### 1.5 hrs - Verbal/Non-verbal communication

- Seating arrangement
- Non-verbal communication
- Verbal communication

#### 1 hr - Lunch break - Q&A

#### 2 hrs - Dealing with 'difficult' situations

- Managing cultural differences
- Managing difficult situations
- Managing difficult questions
- Solo presentations - 3-5 minutes each

#### 30 min - Putting it all together

- Top 9 common mistakes to avoid
- Top 9 sources for further reading

#### 1 hr - Presentation Analysis & Feedback

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- Have basic strategies on dealing with difficult people, situations, and questions; crisis resolution
- Understand how to manage their verbal and non-verbal communications
- Analyze their own public speaking performance and how it can be improved in the future

## REASON FOR WORKSHOP

The majority of your job responsibilities: paperwork, emails, etc. go unnoticed. You blend in and are ignored or overlooked unless you fail to do your job, then superiors want to know everything about you!

HOWEVER, there are also those few key moments – such as during presentations – when everybody’s eyes are on you, and you have the opportunity to show your clients, colleagues, and superiors how skilled, competent, and ambitious you are.



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# PRESENTATION AND PUBLIC SPEAKING – DEEP LEARNING

Intensive 2-4 day workshop for startups, managers, sales personnel...

## DAY 3 - DURING YOUR PRESENTATION

### PART 3: PERSUADING YOUR AUDIENCE

#### 1 hr - Persuasion versus Manipulation

- a. Decision-Making process
- b. Communication process
- c. (Revisited) Universal needs & wants
- d. (Revisited) Cultural differences
- e. (Revisited) Personality differences
- f. Emotions
- g. Manipulation defense protocol

#### 2 hrs - 22 Imperatives to persuasive communication

#### 1 hr - Lunch break - Q&A

#### 3 hrs - 36 Cognitive errors humans make when gathering information

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### At the end of this workshop, participants will:

7. Understand the role of emotions in the decision-making process
8. Understand manipulative strategies and be able to neutralize them
9. Understand how human cognitive limitations affect sound decision-making

## DAY 4 – AFTER YOUR PRESENTATION

### PART 4: PERSUADING YOUR AUDIENCE (CONTINUED)

#### 4 hrs - 41 Cognitive errors humans make when making decisions

#### 1 hr - Lunch break - Q&A

#### 2 hrs - 10 Cognitive errors humans make after making decisions

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10. Understand how human cognitive limitations affect sound decision-making
11. Understand how to be more persuasive during the decision-making process
12. Understand how to build a reputation that affects future decision-making

## REASON FOR WORKSHOP

According to the Carnegie Institute of Technology, “85% of your financial success is due to your personality and ability to communicate, negotiate, and lead.”

Even more imperative than your ability to communicate, arguably, is your ability to communicate in a way that persuades decision-makers to agree to give you what you want, even if this means their not getting what they want in return.



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# NEGOTIATION - IMPERATIVES

**Intensive 2-4 day workshop for lawyers, managers, sales personnel...**

## DAY 1 - BEFORE YOUR NEGOTIATION

### PART 1: POSITIONING YOURSELF FOR SUCCESS

#### 1 hr - Basics to negotiation strategy

- a. Intro to competitive intelligence
- b. Intro to social engineering

#### 2 hrs - Understand your audience

- j. Universal needs & wants
- k. Cultural differences
- l. Personality differences
- m. Types of negotiators
- n. Solo negotiation scenario- 10 minutes
- o. Solo negotiation scenario- Debrief

#### 1 hr - Understand your situation

- a. Multi-lingual environments
- b. Decision-Making
- c. Imperatives

#### 1 hr - Lunch break - Q&A

#### 2 hrs - Basics to negotiation strategy

- a. Intro to principled negotiation
- b. Intro to conflict resolution
- c. Solo negotiation scenario- 10 minutes
- d. Solo negotiation scenario- Debrief

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### At the end of this workshop, participants will:

1. Understand their audience and adapt their communication-style to be more persuasive
2. Understand the environment and adapt their presentation-style to be more persuasive
3. Understand basic psychological heuristics that prevent their audience from understanding their message

## DAY 2 - DURING YOUR NEGOTIATION

### PART 2: MANAGING YOUR AUDIENCE

#### 1.5 hrs - Dealing with 'difficult' situations

- a. Managing cultural differences
- b. Managing situations
- c. Managing questions
- d. Solo negotiation scenario- 10 minutes
- e. Solo negotiation scenario- Debrief

#### 1 hr - Lunch break - Q&A

#### 2.5 hrs - Dealing with manipulative negotiators

- a. Deliberate deception techniques
- b. Psychological warfare
- c. Pressure tactics

#### 1 hr - Group negotiation scenario

#### 1 hr - Negotiation Analysis & Feedback

---

4. Have basic strategies on dealing with difficult people, situations, and questions; crisis resolution
5. Understand common manipulative tactics and how to neutralize them
6. Analyze their own negotiation performance and how it can be improved in the future

## REASON FOR WORKSHOP

According to the Carnegie Institute of Technology, “85% of your financial success is due to your personality and ability to communicate, negotiate, and lead.”

Even more imperative than your ability to communicate, arguably, is your ability to communicate in a way that persuades decision-makers to agree to give you what you want, even if this means their not getting what they want in return.



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# NEGOTIATION – DEEP LEARNING

Intensive 2-4 day workshop for lawyers, managers, sales personnel...

## DAY 3 - DURING YOUR NEGOTIATION

### PART 3: PERSUADING YOUR AUDIENCE

- 1 hr - Persuasion versus Manipulation**
  - a. Decision-Making process
  - b. Communication process
  - c. (Revisited) Universal needs & wants
  - d. (Revisited) Cultural differences
  - e. (Revisited) Personality differences
  - f. Emotions
  - g. Manipulation defense protocol
  
- 2 hrs - 22 Imperatives to persuasive communication**
  
- 1 hr - Lunch break - Q&A**
  
- 3 hrs - 36 Cognitive errors humans make when gathering information**

---

### At the end of this workshop, participants will:

7. Understand their audience and adapt their communication-style
8. Understand the environment and adapt their presentation-style
9. Understand basic psychological heuristics that prevent their audience from understanding their message

## DAY 4 – AFTER YOUR NEGOTIATION

### PART 4: PERSUADING YOUR AUDIENCE (CONTINUED)

- 4 hrs - 41 Cognitive errors humans make when making decisions**
  
- 1 hr - Lunch break - Q&A**
  
- 2 hrs - 10 Cognitive errors humans make after making decisions**

---

10. Understand how human cognitive limitations affect sound decision-making
11. Understand how to be more persuasive during the decision-making process
12. Understand how to build a reputation that affects future decision-making



## REASON FOR WORKSHOP

The Carnegie Institute of Technology found that “85% of your financial success is due to your personality and ability to communicate, negotiate, and lead.”

There are a thousand different ways to communicate the same idea. Professionals who understand how to say the right thing at the right time find a world of opportunities available to them, while those who don't find rejection and frustration at every turn.



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# INTERPERSONAL COMMUNICATION - IMPERATIVES

Intensive 2-4 day workshop for lawyers, managers, sales personnel...

## DAY 1 - BEFORE YOU COMMUNICATE

### PART 1: POSITIONING YOURSELF FOR SUCCESS

#### 1 hr - Understand your audience

- Decision-Making process
- Communication process
- Universal needs & wants
- Cultural differences
- Personality differences
- Emotions

#### 1 hr - 22 Imperatives to persuasive communication

#### 1 hr - Lunch break - Q&A

#### 1 hr - Persuasion versus Manipulation

- (Revisited) Personality differences
- Manipulative defense protocol

#### 2 hrs - The 'Perfect' Communication Model

- Step 1 of 3: Listen to their side
- Step 2 of 3: Explain your side

#### 1 hr - Roleplay: 10 'difficult' conversations

---

### At the end of this workshop, participants will:

- Understand their audience and adapt their communication-style to be more persuasive
- Understand the environment and adapt their presentation-style to be more persuasive
- Understand basic psychological heuristics that prevent their audience from understanding their message

## DAY 2 - DURING COMMUNICATIONS

### PART 2: MANAGING YOUR AUDIENCE

#### 1.5 hrs - The 'Perfect' Communication Model

- Step 1 of 3 (Review)
- Step 2 of 3 Continued
- Step 3 of 3: Protect yourself

#### 3.5 hrs - Dealing with 'difficult' people

- Superiors
- Colleagues
- Subordinates

#### 1 hr - Lunch break - Q&A

#### 1 hr - Analysing email communications

- The recruitment process
- The firing process
- The resignation process
- Requesting information
- The billing process

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- Have a comprehensive communication model to professionally handle every situation
- Understand how to professionally manage nearly every work-related relationship
- Have multiple email templates in English

## REASON FOR WORKSHOP

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## DAY 3 - DURING COMMUNICATIONS

### PART 3: PERSUADING YOUR AUDIENCE

#### 3 hr - Basics to negotiation strategy

- a. Intro to competitive intelligence
- b. Intro to social engineering
- c. Intro to principled negotiation
- d. Intro to conflict resolution

#### 1 hr - Lunch break - Q&A

#### 3 hrs - 36 Cognitive errors humans make when gathering information

---

### At the end of this workshop, participants will:

7. Understand the basics of the most important elements of communication in conflict resolution
8. Understand the environment and adapt their presentation-style to be more persuasive
9. Understand basic psychological heuristics that prevent their audience from understanding their message

## DAY 4 – AFTER COMMUNICATIONS

### PART 4: PERSUADING YOUR AUDIENCE (CONTINUED)

#### 4 hrs - 41 Cognitive errors humans make when making decisions

#### 1 hr - Lunch break - Q&A

#### 2 hrs - 10 Cognitive errors humans make after making decisions

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10. Have basic strategies on dealing with difficult people, situations, and questions; crisis resolution
11. Understand how to be more persuasive during the decision-making process
12. Understand how to build a reputation that affects future decision-making