

American Management Association's The Secret to Getting Through to Anyone

Learning Objectives

- Demonstrate What It Takes to Effectively Get Through to Someone
- Calm Yourself, Refocus, and Reengage with Anyone to Gain Cooperation
- Identify and Use the Nine Factors to Consider When Causing Another Person to “Let You In”
- Use a Variety of Communication Strategies to Achieve the Outcome You Desire When Reaching Another Person
- Master the Steps of Moving Yourself and Others from Anger to Agreement
- Apply the Concepts Reviewed in This Seminar to Improve or Change an Existing or Potential Professional Relationship

The Secret to Reaching Anyone

- Describe the Persuasion Cycle and the Importance of Buy-In as Part of It
- Differentiate Between the Three Parts of the Brain and Learn Which One Is Best to Engage When Trying to Get Through to Someone
- Recognize the Signs of an Amygdala Hijack and How It Prevents You or Someone Else from Being Rational
- Explain the Role That Mirror Neurons Play in Helping People to Connect with Each Other

Nine Core Rules for Getting Through to Anyone

- Explain the Value of the Nine Rules and Use Them to Get Through to Yourself First
- Describe the Importance of Making Another Person Feel That You See, Understand, and Feel Him or Her
- Recognize and Address the Barriers That Can Prevent Meaningful Connections with Others

Twelve Easy-to-Use Tools for Achieving Buy-In and Getting Through

- Describe 12 Simple Communication Techniques That Can Be Used to Gain Buy-In and to Get Through to Others
- Discuss Ways the 12 Techniques Can Be Used Effectively in the Workplace
- Practice Using the 12 Techniques in a Variety of Workplace Situations