



**International Executive
Institute**

Principles of Persuasion Workshop

Seminar Leader: **Heath Slawner**

McGill International Executive Institute

Montreal, Canada — Nov 1-2, 2007

(14 of 15 participants reporting)

General Ratings	Average Ratings 1 (<i>poor</i>) → 5 (<i>excellent</i>)
1. Workshop Content:	4.6
2. Workshop Materials:	4.5
3. Workshop Exercises:	4.9
4. Workshop Leader:	4.9
5. Workshop in general:	4.6

	Average Ratings 1 (<i>disagree</i>) → 5 (<i>agree</i>)
6. This workshop was worthwhile:	4.8
7. The workshop leader synthesized, integrated, and summarized effectively:	5.0
8. The exercises were well-designed, interesting, and helped me apply the principles of influence:	5.0
9. The workshop material was easy to understand:	4.5
10. The workshop was interesting:	4.8
11. The workshop leaders demonstrated a thorough knowledge of the subject matter:	4.9
12. The workshop content was beneficial:	4.8
13. A proper amount of material was covered in the workshop:	4.7
14. The workshop leaders' presentation was well-delivered and organized:	4.9



1. What did you like most about this workshop?

- *Pace, great instructor, relevance to workplace, moments of power*
- *Historical and scientific validation of the principles*
- *Group discussion and life examples*
- *Potential application in everyday life*
- *Clarity, thoroughness, the longer exercises*
- *The Six Principles and amplifiers*
- *Good examples, presenter lives his material*
- *Good touch on presenter (humor, feedback, pause, pace, control)*
- *Fun/work environment*
- *The principles themselves, the simplicity of the method in applying the principles first*
- *Good pace, good listening skills(presenter)*
- *Persuasion is multi-faceted and can be dissected, studied and improved upon.*
- *The content; the seminar leader was really interesting*
- *Moments of power, psychological based*
- *The teacher's ability to communicate concepts that are not so easy to communicate. His lively tone.*
- *Great presentation skills, knowledgeable, and open to feedback. The exercises were well designed applicable to my business.*

2. Reflecting on the workshop in general, the leader's presentational style, and the materials and exercises that were used, are there any aspects of the workshop you think could be improved? How?

- *No, not a thing (3 responses)*
- *The course content in the first morning took some time to understand but was well put together in the afternoon [of Day 1] and the second day.*
- *Fewer examples from commercial marketing*
- *The subject being new to me I have no suggestions*
- *Lunch was fair/good*
- *The Jimmy exercise was interesting but my group could have used more direction (went overboard on time and my group had some pretty "out there" ideas)*
- *Structure for applying POPs*
- *More little games to build relation of the group*



3. Do you believe that this workshop will help you become a more influential person at work? Please explain.

- *Yes, the 6 principles will be very relevant to my workplace*
- *Absolutely, It allows me to bring my left brain into an activity before my right brain takes over*
- *Yes, I will work to provide the starting point (gifts) with others*
- *Yes, I will look at the big picture and avoid missing [opportunities]*
- *Yes, understand better love principle*
- *I will need to practice over and over again*
- *Absolutely, I use such tools at work everyday*
- *Principles are easily understood, applied and manageable.*
- *Yes, will help structure arguments and present a clear position*
- *Yes, practice, then invitation*
- *Yes, by having tools to.*
- *Yes, absolutely, it gives a framework for understanding how best to influence*
- *Yes, but if I use the cards or read the book. I mean that we have to make some efforts to sustain those new learning*
- *Absolutely*

4. I would recommend this workshop to a friend or colleague? Please elaborate.

- *Yes, it will be excellent for our regional managers*
- *Absolutely again. All my colleagues would benefit for a half-day on these principles*
- *Yes, it would provide new ideas*
- *Yes, it can be used for personal life situations*
- *Yes, for more senior people*
- *Not in a position to recommend, every employee needs to find out what suits them*
- *Absolutely*
- *Absolutely, all can benefit from this seminar*
- *Yes*
- *Yes*
- *Yes, for everyone who has to work with other people*
- *Sure!*
- *Yes*

