



Strengthening Professional Skills

a learning experience for:

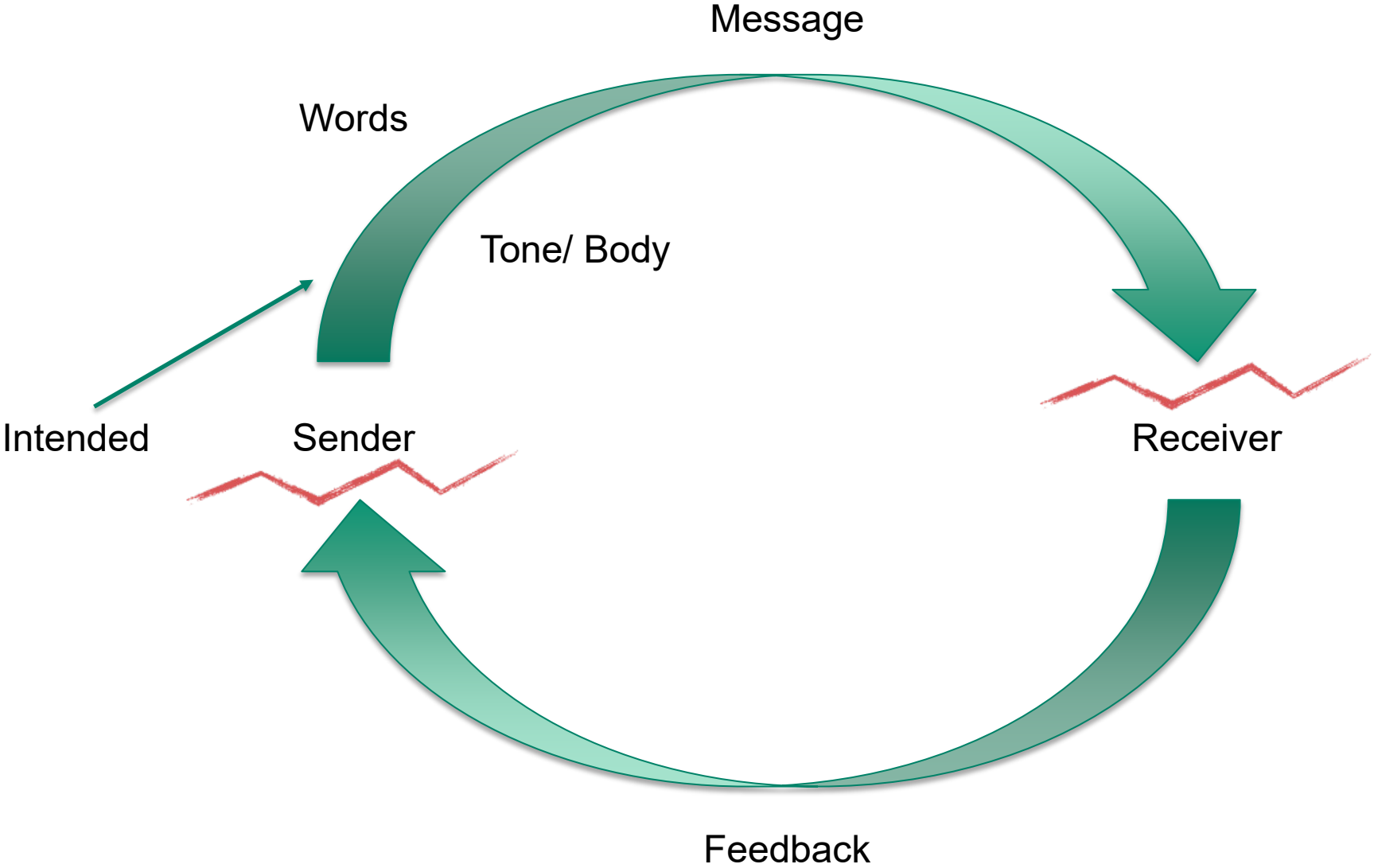
NCMA

SPEAKER(S):

Dr. Ethan F. Becker / Senior Coaching Partner

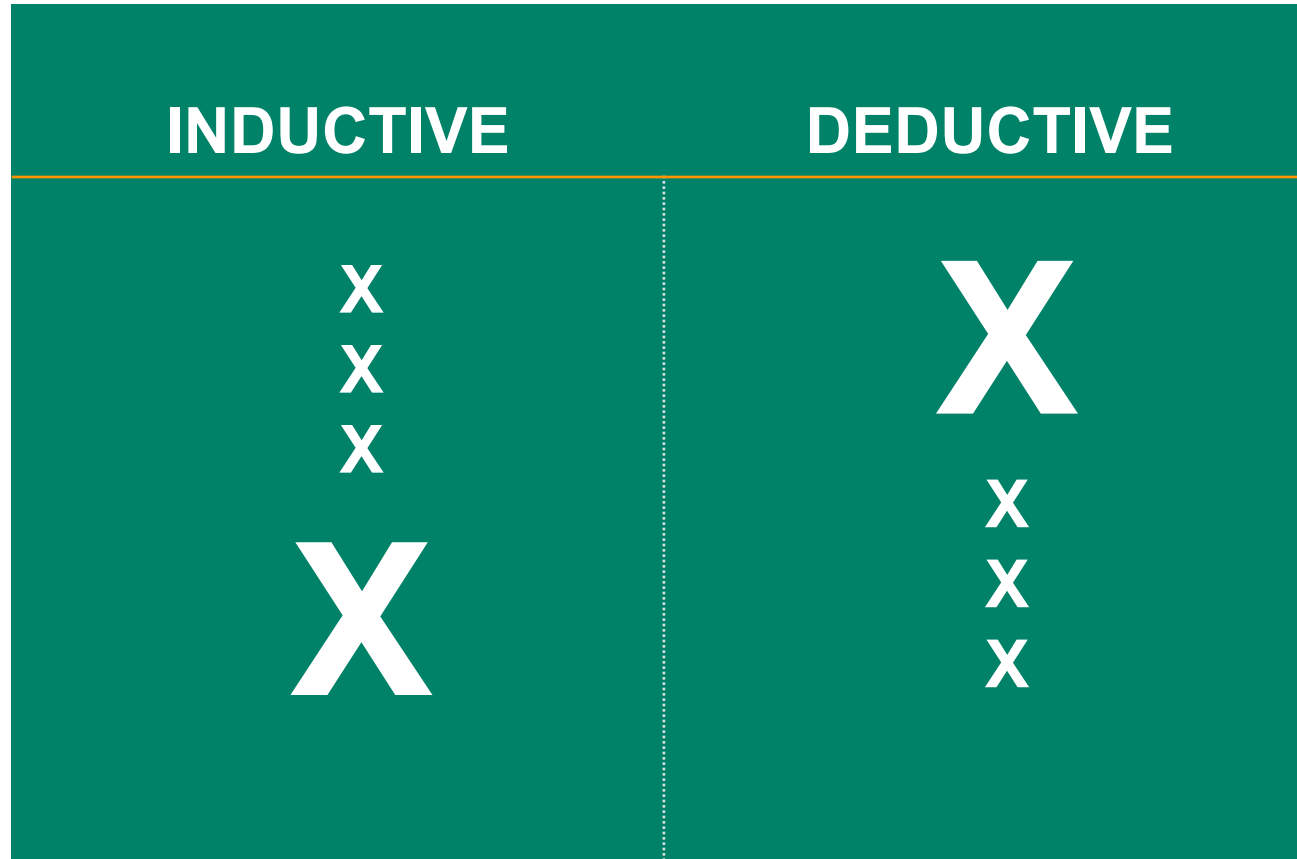


Sender Receiver Model



Patterns of Reasoning

Structuring YOUR thoughts



Modes of Persuasion

Three ways humans are persuaded

Ethos - credibility

Pathos - emotion

Logos - logic



Remember Your Tools



SENDING
YOUR MESSAGES



PATTERNS OF
REASONING



MODES OF
PERSUASION

Thank You!

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