The Art of Advocating through Persuasion and Negotiation

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The Art of Woo

• Background

Grabbing your Audience’s Attention

• Make it

Vivid

Grabbing your Audience’s Attention

• Use demonstrations and symbolic actions

Get your heart into it

Tell a story
Grabbing your Audience’s Attention

- Personalize it

Grabbing your Audience’s Attention

- Make it a puzzle

Grabbing your Audience’s Attention

- Build bridges with analogies and metaphors
Grabbing your Audience’s Attention
• Force your audience to think

Does Gender Matter?

Gender and Negotiation

What’s Your Style?
• Analyzing your style
  • Avoiding
  • Compromising
  • Accommodating
  • Competitive
  • Collaborative

Which Style is Best?
• Avoiding
• Compromising
• Accommodating
• Competitive
• Collaborative

Combined Styles
More on Style

- Perceptions of others

The Office Space