



IEEE

The IEEE San Fernando Valley Section **presents:**

San Fernando Valley Section

Getting Buy-In During Challenging Times

Class Session

Date: Saturday, November 14, 2009

Time: 09:00 AM to 11:30 AM

Location: Pasadena Room, Student Union
California State University, Northridge

RSVP by 11/07/2009: Please access
<https://www.123signup.com/event?id=jmfst>
(Registration is limited to 25 attendees)

Fee: \$25 IEEE/ \$35 Non-IEEE/ \$10 Student

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By Phyllis Roteman



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Description

Being right isn't everything. Like it or not, the best ideas need to be sold. One of the biggest mistakes technical experts make is focusing 100% on the idea and the details, without considering how to get the buy-in of key decision influencers. This can make the most brilliant proposal hit a brick wall.

This workshop provides a practical framework for assessing the personal needs and motivations of the people you have to influence – decision-makers including executives, bosses, peers, project team members, and grant authorities. You will learn tools you can apply immediately to show people “what’s in it for them” and tailor your messages when discussing your ideas. You’ll see how internal “selling” of an idea or request is merely a problem to be solved, much like a technical problem.

This workshop is designed with a technical audience in mind – providing a logical, consultative approach to the “soft skill” challenge of influencing people.

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