



Strategic and Persuasive Communication: Cultivate Responsible Influence

Productive and influential communication is the result of effectively designed messages.

- Create more purposeful and definitive communication so as to be better understood.
- Successfully utilize psychological appeals to persuasively convey your ideas.
- Increase audience engagement by crafting strategic and intentional messaging.
- Establish an ethically grounded approach when using influential communication.



Topics Covered:

- Motivation and Persuasion
- Response Shaping
- Rhetorical Appeals
- Credibility
- Value Relevance
- Ethical Influence

Communication
Education:
Connectivity with
Positivity



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