



Persuasive Advisor ½-day Masterclass

How to win people over in 15 minutes

The average piece of business advice to an executive takes about 8 hours of your and your team's time to prepare and 15 minutes to deliver.

Those 15 minutes simply cannot be wasted.

The Persuasive Advisor Masterclass tackles the challenge internal advisors have with cutting through with their advice. It will give you all you need to make the difference you know you can make, to get invited to provide your advice 5 or 10 times more than you are now so you can create the change that is needed. While it covers so many of the traditional elements of a trusted advisor program such as listening and influencing skills it has so much more.

Here is what you will learn during the Masterclass:

- How best to stand in the shoes of your internal client.
- How to paint them a picture to clarify and engage.
- How to use stories to connect and inspire.
- How best to ensure you have so much credibility, they cannot help but follow your advice.

"Fantastic methodology that I can start practicing straight away. Great practical tools that make sense."

Jessica Doyle
Head of Safety, Sydney Opera House



Earn 3 CPD Points

Who Should Attend

All advisors, for example from Risk, Compliance, Audit, Finance, Legal, HR, IT and Marketing.

Presenter

Bryan Whitefield has been working as an advisor internally and externally for 30 years. First as a chemical engineer, then a risk engineer and now as a management consultant. He has worked with hundreds of organisations across the public and private sector and all sectors of industry. So he knows that all advisors and those they advise face the same problem – giving and receiving valuable advice, succinctly and with clarity.



PERSUASIVE ADVISOR ½-day Masterclass

Duration: Half-day Masterclass

Venue: TBA

Date & Time: TBA

Price: \$590 + GST General

\$490+ GST RMIA Members

Understanding the Challenge

1. Perceptions of internal advisors
2. Achieving Persuasive Advisor status

The MCI Decision Model

1. Why decision making can be improved
2. MCI - Motivation - Clarification – Implementation

Stand – Paint – Tell – Make

1. How to stand in your internal client's shoes
2. How to paint them a picture
3. How to tell them a story
4. How to make them believe

Action Plan

- Developing your toolbox
- Planning your journey
- Making yourself accountable

Master the methods you will learn in the Persuasive Advisor Masterclass and you will have significantly more control over your destiny.

“Thought provoking, moved me outside of my comfort zone. Great tools/techniques to use.”

Jenny Shin
Corporate Risk Manager, Sydney Water

“Bryan’s course provided me with foundations for building stronger relationships and achieving business results.”

Jason Hall
Risk & Insurance Team Leader,
Wollongong City Council

“The workshop helps people to remember how important it is to build rapport with others, engage & collaborate to deliver effective outcomes.”

Lily Mullholland
Enterprise Planning and Reporting,
Department of Defence

“Some great insights into the art of effective communication.”

Aaron Sparkes
Client Manager and Team Leader,
AON Risk Solutions

“Bryan gets it. He is considered and comprehensive.”

Paul White
Australia Post

**Persuasive Advisor
Program**

Watch the video for an insight
into this unique training opportunity

[www.bryanwhitefield.com.au/
persuasive-advisor-training/](http://www.bryanwhitefield.com.au/persuasive-advisor-training/)

BRYAN WHITEFIELD 

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