

PERSUASIVE ADVISOR ONLINE PROGRAM

HOW TO TURN RED TAPE INTO BLUE RIBBON



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 Adviser Program tackles the challenge internal advisers 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 adviser program such as listening and influencing skills it has so much more.

Here is what you will learn in the program:

- 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

PERSUASIVE ADVISOR ONLINE PROGRAM & PRICING

Understanding the Challenge

1. Perceptions of internal advisers
2. Achieving Persuasive Adviser 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 Adviser Program and you will have significantly more control over your destiny.

IN-PERSON

Up to 15 participants

ONE DAY IN-PERSON PROGRAM

\$12,500 + GST for delivery in Sydney, Melbourne or Brisbane including travel

TWO DAY IN-PERSON PROGRAM

\$22,000 + GST for delivery in Sydney, Melbourne or Brisbane including travel

TRAINING OPTIONS

IN-PERSON:

- One day in-person training, or
- Two day in-person training

ONLINE:

ONE DAY TEAM:

- 2 x half day online sessions over a period of weeks
- Equivalent of one day in-person training

TWO DAY TEAM:

- 4 x half day online sessions over a period of weeks
- Equivalent to two days of training

ONE DAY PUBLIC:

- 2 x half day online sessions over a period of weeks
- Equivalent to one day of training

ONLINE

Up to 15 participants

ONE DAY ONLINE TEAM PROGRAM

\$12,500 + GST for:

- 2 x half day online sessions over a period of weeks

TWO DAY ONLINE TEAM PROGRAM

\$22,000 + GST for:

- 4 x half day online sessions over a period of weeks

ONE DAY ONLINE PUBLIC PROGRAM

1 participant: \$1,875 + GST

- 2 x half day online sessions over a period of weeks

ONLINE DELIVERY CREDENTIALS

As a result of Bryan's experience and specialised skill set in online program delivery for the past two years, he can guarantee to design and deliver engaging online programs that produce the learning outcomes sought, without compromising the interactive learning and engagement levels found in person-to-person training.

Over the last few years he has been asked by a range of organisations (whether it due to cost savings or to not require staff to travel who have carer responsibilities) to deliver programs and facilitate workshops online. Including full day workshops and one including 25 senior leaders across 9 locations for 4 hours. Bryan has developed a range of tools and techniques that ensure the sessions are engaging, and more importantly, get the result needed. The course will also include break out sessions with smaller number of participants, just like small break out groups in face-to-face sessions. Included is this [video testimonial](#) given by Adrian Wood, EM Risk and Reporting, Suncorp NZ where he describes the success of an online course Bryan ran for them across two of their teams in different locations in New Zealand.

Feedback on a recently hosted Enterprise Risk Management online course facilitated by Bryan came back with multiple 10/10 scores including questions asked such as 'Effective use of online technology' and 'Would you recommend this course.' Clients included the Australian Department of Home Affairs, Australian Government Department of Finance and ACIC. Additional feedback from other online programs is available.

"The way we could effortlessly and easily move into rooms to discuss issues in a smaller group and to undertake the exercises was really quite effective and broke up the nature of the course so it wasn't all just having information told to us. I thought that worked quite effectively."

- **Gareth Sebar** - Assistant Secretary: Risk and Claims Branch at Australian Government Department of Finance

"It was very comprehensive, just the right amount of being casual and asking everyone for their questions, to break out rooms which were cool, so it wasn't continuously monotonous with you talking and us listening. You guided us to keep our mind on the run, to actively think and share. I really also liked the opportunity to see what the other departments were doing, especially the Department of Home Affairs so that was very useful, as well as seeing the different sizes of organisations gave perspective on how risk is viewed and approached."

- **Nisha Mohan**: ACIC

"It wasn't only the theory, but the application across different organisations. So you didn't walk away with just the view of how it works in your organisation, you saw how adaptable things were and how they worked across different organisations. In general, the whole concept of online learning is great. This is remarkably efficient and I for one am appreciative of the efforts being made of putting together a course like this, especially at short notice because of COVID-19 disruption."

- **Mike Gouws**: Department of Agriculture, Water and the Environment



WHO SHOULD ATTEND

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

PRESENTER

Bryan Whitefield has been working as an adviser 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 advisers and those they advise face the same problem – giving and receiving valuable advice, succinctly and with clarity.

CONTACT US

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TESTIMONIALS

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

– Jessica Doyle, Head of Safety, Sydney Opera House

"Bryan gets it. He is considered and comprehensive."

– Paul White, Australia Post

"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

Click below for more video testimonials on the benefits of online training

