

Soft-Train



*At Soft-Train
Technology Works*

The Anatomy of Persuasion (2 Days)

COURSE GOAL: Learn a unique analytical thinking process anyone can use to organize and present information in a persuasive way.

PREREQUISITES: None

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Use the principles of martial arts as a way to achieving a “black belt” in negotiating
- Understand the “Don’t Fear the Blow” technique.
- Identify Vital Striking Points of the opponent.
- Know how to read your Opponent.

KEY TOPICS:

I. White Belt:

- A. Modern lessons From an Ancient Tradition
- B. Overcoming Fear of the Blow
- C. Playing to Win

II. Yellow Belt:

- A. Learning the Rules of Power
- B. Spying on Your Opponent
- C. Identifying Vital Striking Points

III. Green Belt:

- A. Developing the Fighting Stance
- B. Opening Tactics
- C. Reading Your Opponent

IV. Blue Belt:

- A. Countering Your Opponent’s Moves
- B. Finding Middle Ground
- C. Distancing Yourself from the Battle

V. Red Belt:

- A. Making Time Your Ally
- B. Developing Advanced Fighting Skills
- C. Breaking Impasses

VI. Brown Belt:

- A. Turning the Battle in Your Favor
- B. Dealing with Dirty Fighters

- VII. Black Belt:**
 - A.** Ending the Contest with Respect
 - B.** The Road to Continuous Improvement