

# The Art of Persuasion – Highlights

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On April 6th, the BOLD Committee hosted its First Friday monthly workshop at Skadden midtown. The session, entitled the “Art of Persuasion” was led by Stephanie Trager, Founder of Intentional Paradigms (a transformational leadership coaching and consulting firm helping individuals and organizations unlock purpose, unleash potential and create their legacy impact).

Stephanie shared that the art of persuasion lies in the manipulation of energy to achieve an intended outcome. Persuasion therefore builds on 4 pillars: 1. presence; 2. inner power; 3. awareness/intuition; 4. magnetic attraction.

Notable takeaways from the workshop include:

- Be intentionally fully present in the conversation and speak with confidence;
- Realize the other person’s needs and motivations so that you can align the conversation accordingly;
- Understand what sort of relationship you have with money and from where you source your inner power;
- Being more persuasive means being ‘magnetic attractive’. You can do this by making people feel good about themselves during the conversation.

This was another very successful workshop and the BOLD Committee. Thank you to Skadden for graciously hosting this event.

Please note that Stephanie’s book on Leadership for the New World published in the later part of 2019 – stay tuned!

Please click [here](#) to register for our May workshop focusing on ‘Unconscious Bias’.





Participants are fully engaged in the session