LEADERSHIP INSTITUTE

WORKSHOP: THE ART AND SCIENCE OF PERSUASION

UTSA
The University of Texas at San Antonio
College of Business
CENTER FOR PROFESSIONAL EXCELLENCE (CPE)
LEADERSHIP INSTITUTE

WORKSHOP: THE ART AND SCIENCE OF PERSUASION

PROGRAM OVERVIEW
Our Leadership Institute workshops offer an easy way to enhance your business acumen and knowledge of important and relevant professional topics. Taught by award-winning faculty from UTSA and seasoned experts within the San Antonio community, our workshops will help you boost your knowledge, skills and abilities by focusing on how to apply your learning in a meaningful way.

Our unique approach integrates relevant course content with a variety of hands-on learning opportunities including in-class activities and simulations. This balanced approach of academic learning and experiential experiences will maximize your understanding of key concepts and help you take what you have learned and apply it when you are back on the job.

UTSA Continuing Education Units (CEUs) are available.

DESCRIPTION
Persuasion is fundamental to leadership. This workshop focuses on improving your understanding of persuasion, including practical principles for applying the art and science of persuasion in our everyday lives.

ELIGIBILITY
Each workshop is open to all aspiring leaders in the San Antonio area who want to:
- Develop a deeper understanding of leadership concepts
- Learn how other organizations create new opportunities for their own operations
- Identify tools they can take back to their organizations to employ these concepts

COMMITMENT
The overall commitment includes attendance in the three hour workshop. Participants should be aware that pre-review of materials (reading and/or media materials), may also be required.

SCHEDULE
Tuesday, November 6 or Thursday, November 8, 2018 from 3–6 p.m.

LOCATION
Center for Professional Excellence, College of Business, Business Building (BB) 1.01.20
Main Campus, One UTSA Circle, San Antonio, TX 78249

COST
$500 Includes tuition, course materials, parking at UTSA, light snacks and refreshments

We offer a discounted rate to support and make training accessible to not-for-profit organizations and small businesses. Group discounts for all organizations are also available; contact us at execed@utsa.edu for more information.