

The Art of Advocating through  
Persuasion and Negotiation

**Eileen K.Crowe**  
ASHA  
Director, State Association Relations

CSAP Conference  
November, 2009  
New Orleans, Louisiana

The Art of Woo

- Background

Grabbing your Audience's  
Attention

- Make it

**Vivid**


Grabbing your Audience's  
Attention

- Use demonstrations and symbolic actions



Grabbing your Audience's  
Attention

- Put your heart into it



Grabbing your Audience's  
Attention

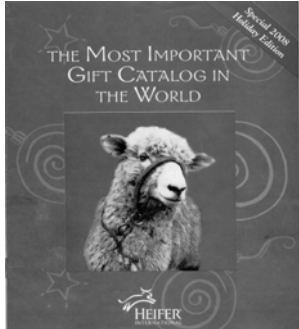
- Tell a story



## Grabbing your Audience's Attention

- Personalize it

## Grabbing your Audience's Attention




## Grabbing your Audience's Attention

**THE HOUSE THAT COWS BUILT**  
For years, rain leaked through Nancy Hagenrich's leaky roof. Her family longed to build a better home, but couldn't afford even simple materials.

Then, Nancy received a dairy cow from Heifer International which provided milk for her family to drink and enough surplus to sell for a steady income. With profits from the milk, Nancy was able to buy wood for a new roof for her house, and bricks and mortar to repair its walls.


With patience and perseverance — plus some help from Heifer International — families like Nancy's all over the world are realizing their dreams for a brighter future.




**Milk Menagerie**

**Gift of a Milk Menagerie: \$1,000**  
**Share of a Milk Menagerie: \$100**

The gift of a Milk Menagerie represents a quality breed heifer, two goats and a water buffalo — four milk-producing animals for hardworking families hoping to provide a new life for their children. With training for recipient families, each animal in the Menagerie will produce gallons after gallons of wonderful, life-sustaining milk.




Heifer International provides animal resources for herds.  
Call: Toll Free (800) 423-8755



**Wool, Warm Wonders**  
In Bolivia, Carlos Hernandez's sheep from Heifer International gave three times as much wool as traditional breeds — enough for sweaters for the entire family.

Carlos passed the first lamb to a friend and sold the second to buy a suit. With income from his animals, Carlos helped his father buy land and improve their house. And because Carlos also received training in managed grazing techniques, he now knows how to protect the environment and ensure long-lasting success.



**Knitting Basket**  
**Knitting Basket: \$500**  
**Share of a Knitting Basket: \$10**

Your gift of a Knitting Basket represents two lambs and two sheep — four animals for sale for their wool, income producing wool. From shearing to spinning, weaving and finally to selling, woolen goods at market, the gift of a Knitting Basket will help struggling families care more income to build their lives from the gift of generosity and hopefulness.

Learn how you can help end hunger and poverty. Visit [www.heiferinternational.org](http://www.heiferinternational.org).

Call: Toll Free (800) 423-8755

## Grabbing your Audience's Attention



## Grabbing your Audience's Attention

- Make it a puzzle



## Grabbing your Audience's Attention

- Build bridges with analogies and metaphors





### Grabbing your Audience's Attention

- Force your audience to think



A cartoon character with a large head, a small body, and a single tuft of hair on top. He has a thoughtful expression, with his hand to his chin and a small 'Eureka!' bubble above his head.

### Does Gender Matter?



A black and white photograph of five men in business attire standing together, looking at something in their hands. To the right is a black and white photograph of a woman with glasses, looking thoughtfully to the side.

### Gender and Negotiation



A black silhouette of a person standing with their arms raised in a 'V' shape, set against a light background.


### What's Your Style?

- Analyzing your style
  - Avoiding
  - Compromising
  - Accommodating
  - Competitive
  - Collaborative

### Which Style is Best?

- Avoiding
- Compromising
- Accommodating
- Competitive
- Collaborative

### Combined Styles



A 2x3 grid of hand silhouettes. The top row shows three hands in white, grey, and dark grey. The bottom row shows three hands in white, dark grey, and dark grey.

## More on Style

- Perceptions of others



## The Office Space

