

## Arguing for Action: course specification

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<b>Audience: who will benefit from this course?</b>	<p>Anyone preparing a document or presentation intended to influence their audience to take a decision, form a well-founded opinion or initiate a particular course of action. The course is particularly appropriate for:</p> <ul style="list-style-type: none"><li>▪ Senior and middle management and staff in complex organizations</li><li>▪ Project and change managers</li><li>▪ Civil servants and others involved in policy formulation</li><li>▪ Providers of professional advice, including consultants, lawyers and bankers</li></ul> <p>who need to deliver concise messages with impeccable argumentation to decision-makers with severe time constraints.</p>
<b>Objective: what are the practical results?</b>	<p>Participants will be able to clarify the message of any communication, identify the information that is essential to the message and structure the document to support the message, by:</p> <ul style="list-style-type: none"><li>▪ Presorting or 'pyramiding' the ideas and facts used,</li><li>▪ Using faultless logic to structure the argument,</li><li>▪ Structuring an introduction to engage the audience and develop the key question to be answered,</li><li>▪ Employing appropriate visual devices to signpost the structure,</li><li>▪ Closing with the immediate actions or decisions required.</li></ul> <p>As a result, participants will be able to (a) cut down the time they need to produce a first draft, (b) increase its clarity, and (c) decrease its length. The result is ideas that 'jump off the page' into the reader's mind with minimum effort on the reader's part.</p>
<b>Format: how is the course delivered?</b>	<p>The course is normally delivered as two days with an interval of a month between the first and second day. The first day emphasises instruction and exercises, with interactive discussion centred on material submitted in advance by the participants.</p> <p>In the month between the two course days the participants are expected to apply the principles learned to at least one non-trivial example of their own work. The second course day provides some additional instruction but is largely devoted to applying the principles taught to the participants own examples.</p> <p>The approach used means that the participants leave the course with not only a thorough practical understanding of the principles but also a developed example from their own work.</p> <p>The course is available in English and Dutch and is best delivered to 8-12 participants.</p>
<b>Prerequisites</b>	<p>No special prerequisites are required for this course. Participants are assumed to be fluent in English and to have some familiarity with decision-making in complex organizations.</p>
<b>Price indication</b>	<p>€ 9,360 (excl. VAT) for 8 participants, delivered in-company.</p> <p>The price includes all materials used, including a copy per participant of the book "The Pyramid Principle" by Barbara Minto, but excludes hire of facilities, catering, travel and subsistence costs; it also excludes any (individual) coaching that may be required after the course.</p>