

Sell, Don't Tell: The Art & Science of Influencing C-level Executives

Dr. Mitchell Kusy

As a result of the recent collapse of so many once-profitable organizations and the current economic downturn, executives in record numbers are now seeking tangible evidence that the performance of their organizations is based on accurate and relevant metrics. Do you know what these executives are asking for? How to sell it to them? And how to influence their thinking when counter to their viewpoints? It is no longer enough to lead with your gut or to manage based upon what has worked for you in the past. This is a new era calling for leaders at the helm to consider the most current ways to lead, beginning with how to proactively influence the team at the top.

In this highly interactive session, Mitch will share the insights from his years of robust experiences as a key leader in several organizations, practice-based researcher, management psychologist, and organization development consultant. He will engage you to rethink the ways you have worked with C-level executives in the past and reframe new ways of working with them now. Specifically, he will focus on:

1. **Using organizational metrics.** Mitch will share some of the more pertinent metrics that executives seek *and* what current research demonstrates in these areas, including how to:
 - **Bypass 3 strategies that simply no longer work very well;**
 - **Use 5 spontaneous approaches that are called for on the spot.**
2. **Influencing executives: What to do and not do!** It is fascinating that so many professionals and consultants don't know how to sell their messages to executives. This portion of the session will focus on how to:
 - **Share 2 kinds of research that sells to C-level executives;**
 - **Identify 4 top trends that relate to your industry.**
3. **Changing the playing field.** Stop using outmoded practice of influencing. Instead, start framing your message in ways that truly make a difference, including how to:
 - **Use the magic numbers of 7 or less;**
 - **Design the 1 right graph that is worth more than a thousand words;**

- Create spontaneously **2** kinds of models that sell;
- Sell your message with **3** different styles.