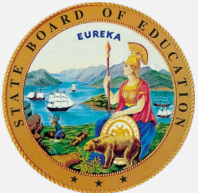


K-12 Strong Workforce Program

Key Talent Professional Development

Art of Persuasion
March 25, 2024



Today's Presenters



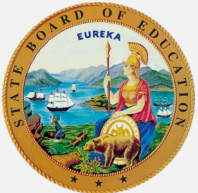
Dr. Lyla Eddington
Statewide TAP



Michael Sacoto
K-14 TAP OC

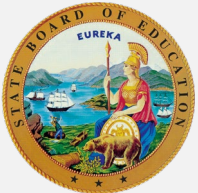


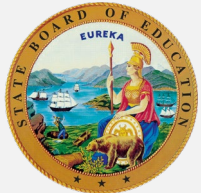
Brandon Currin
K-12 PC OC



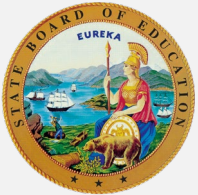
Agenda

- Resources
- 4 Steps to Persuasion (30-min)
- 4 Steps in Action (10-min)
- Reflection Activity (20-min)
- Suggested Next Steps (10-min)



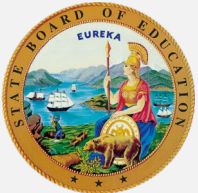


4 Steps to Persuasion



4 Steps to Persuasion

- Establish Credibility
- Identify Goals Based on Common Grounds
- Reinforce your Position
- Connect Emotionally with the Audience



Establish Credibility

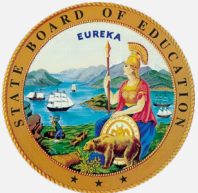
Are you considered to be trustworthy and an expert in the topic?

- Establish a relationship with individual
- Be prepared, do your homework

If not, seek third party to bring resources to create and build trust.

- Personnel: TAPs, PCs, RCs, Deans, other Organizations
- Resource: Skills Matrix

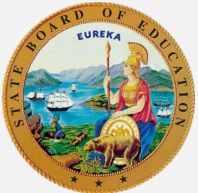
[K-12 SWP Skills Matrix](#)



Identify Goals Based on Common Ground

Become familiar with the challenges your partner is addressing through research, conversations, regional meetings etc.

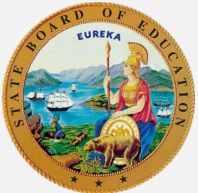
- LCAP, K-12 SWP Project Workplan, Regional SWP, Local SWP, Institutional Mission
- Organize and lead focus group (brainstorming sessions) with partners to share challenges



Reinforce Your Position

- Provide evidence of successful projects/strategies
 - Best Practices, Strategies, and Model Programs
 - CyberPatriot, K-12 SWP OCDE Cybersecurity Project, [Vista Dual Enrollment \(19 units\)](#)
 - Align advocacy or topic at hand with institutional, regional, and statewide goals
 - Local SWP, Regional SWP, Vision 2030

[CTE/SWP College Site Visit – Saddleback College](#)



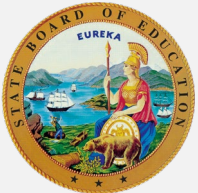
Connect with Audience

- Listen and understand partner frustrations, challenges, and concerns.
 - Be informed on past events or partnerships that may have not delivered outcomes.
- It all comes down to **RELATIONSHIP BUILDING!**
 - This may takes months, perhaps years to develop.

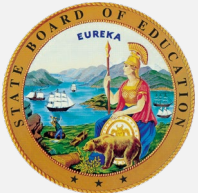
🕒 3 YEARS AGO



Me and Greg Christian, the CEO of Kaiser Permanente Medical Centers of Ontario and Fontana



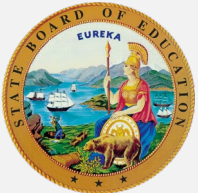
4 Steps in Action

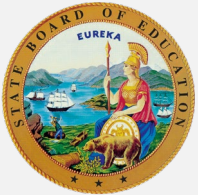


4 Steps to Persuasion

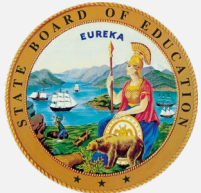
- Establish Credibility - *CTE/SWP Site Visit*
- Identify Goals Based on Common Grounds - *IMPACT*
- Reinforce your Position - *Leading the Way*
- Connect with the Audience - *It's About the Students*

IMPACT Program K-12 SWP Round 6 Workplan





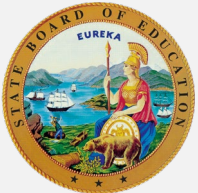
Reflection Activity



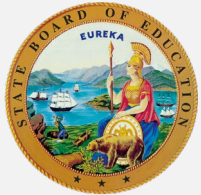
Trustworthy Reflection

- Establish Credibility
 - Gauging your trustworthy level with partners – Answer the following:
 - How do others perceive my knowledge about this strategy?
 - Do I have a track record in this area that others know about and respect?
 - Do those I am hoping to persuade see me as helpful, trustworthy, and supportive?
 - Do potential partners see me as someone in sync with them emotionally, intellectually, and politically?

[Trustworthy Reflection Worksheet](#)

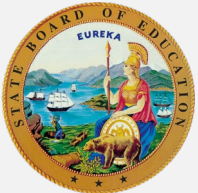


Helpful Tips

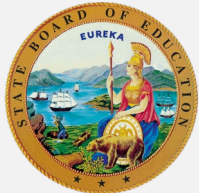


Helpful Tips

- Pathway Coordinator
 - Active Listening, Presence at Events
- Technical Assistant Provider
 - Advocate for PC Role, Connect to Lead Dean's, Inform PC of Consortium Work
- Statewide Suggestions

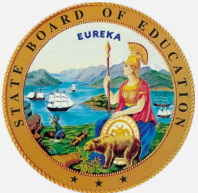


Suggested Next Steps

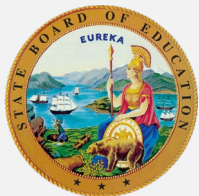


Suggested Next Steps

- Consortium to identify role of K-12 PC into building of career pathways within the region
 - Feeder K-12 Career Pathway Information and Awareness
- K-14 TAP in conjunction with K-12 PCs to develop next step and follow-up from this training
- Prepare for sharing of models at Fall CCCAOE

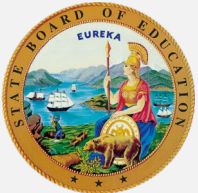


Questions



Resources

- [4-Steps to Persuasion – YouTube Video](#)
- [The Necessary Art of Persuasion by Jay Conger](#)
- [Influence! The Psychology of Persuasion by Robert Cialdini](#)
- [Persuade Someone with a Different Opinion](#)
- [IMPACT Program K-12 SWP Round 6 Workplan](#)
- [K-12 SWP Key Talent Skills Matrix](#)
- [CTE/SWP College Site Visit – Saddleback College](#)
- [Trustworthy Reflection Activity](#)
- [Vista Charter Dual Enrollment Pathways](#)



Thank You

