

The power of words can be used

to bring others round to our way of thinking. Whenever people get together, there will always be a sharing of ideas. Each individual will want to promote his or her own viewpoint, and, although compromises will be sought, the person whose ideas will prevail is the one with the ability to couch his or her thoughts, desires and ambitions in the most powerful words.

→The difference between an ineffective string of words and a powerfully convincing argument is often subtle. If we learn to speak with assurance and to express our ideas in the form of a strong argument, we not only come across as being competent and credible, but also bolster our self-confidence.

Caroline Klade is the founder of Vienna's Academy of Communications and a lecturer at the University of Krems. A qualified management trainer and coach, she provides instruction for management of all professional levels.



Caroline Klade

WINNING WORDS

The art of argument and persuasion

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