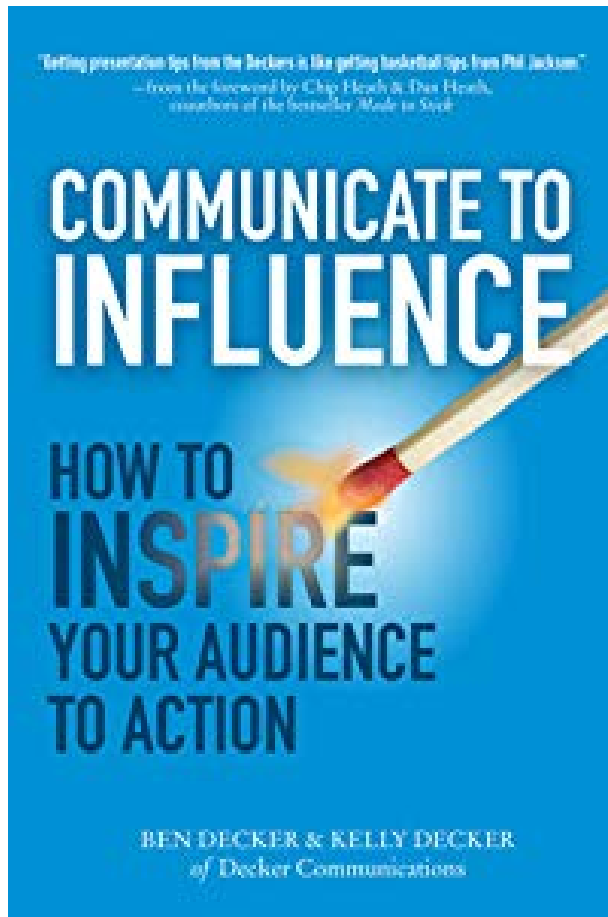


Communicate to Influence: How to Inspire Your Audience to Action



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""The gold standard" of communication training programs ("USA Today") shows leaders how to deliver messages that don't just inform but influence and inspire others to action" It isn't just about the message, it's about the messenger. It isn't just about what you say, but how you say it. "Communicate to Influence" helps you turn your messages of information into messages of "influence." Using the trademarked Decker Method, the book teaches you how to determine where your communications experience falls within the Communication Quadrant framework. Are you informing or leading? If you're leading, is it by authority or influence? You can then tailor your communications to establish trust and drive real change.