

# Negotiating to Win

Eileen Crowe

Director, State Association Relations

ASHA

State Association Workshop

May 14-15, 2009



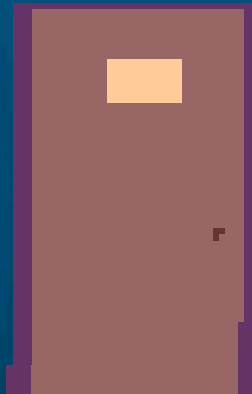
# Grabbing your Audience's Attention

- ◆ Make it

Vivid

# Grabbing your Audience's Attention

- ◆ Use demonstrations and symbolic actions



# Grabbing your Audience's Attention

- Put your heart into it



# Grabbing your Audience's Attention

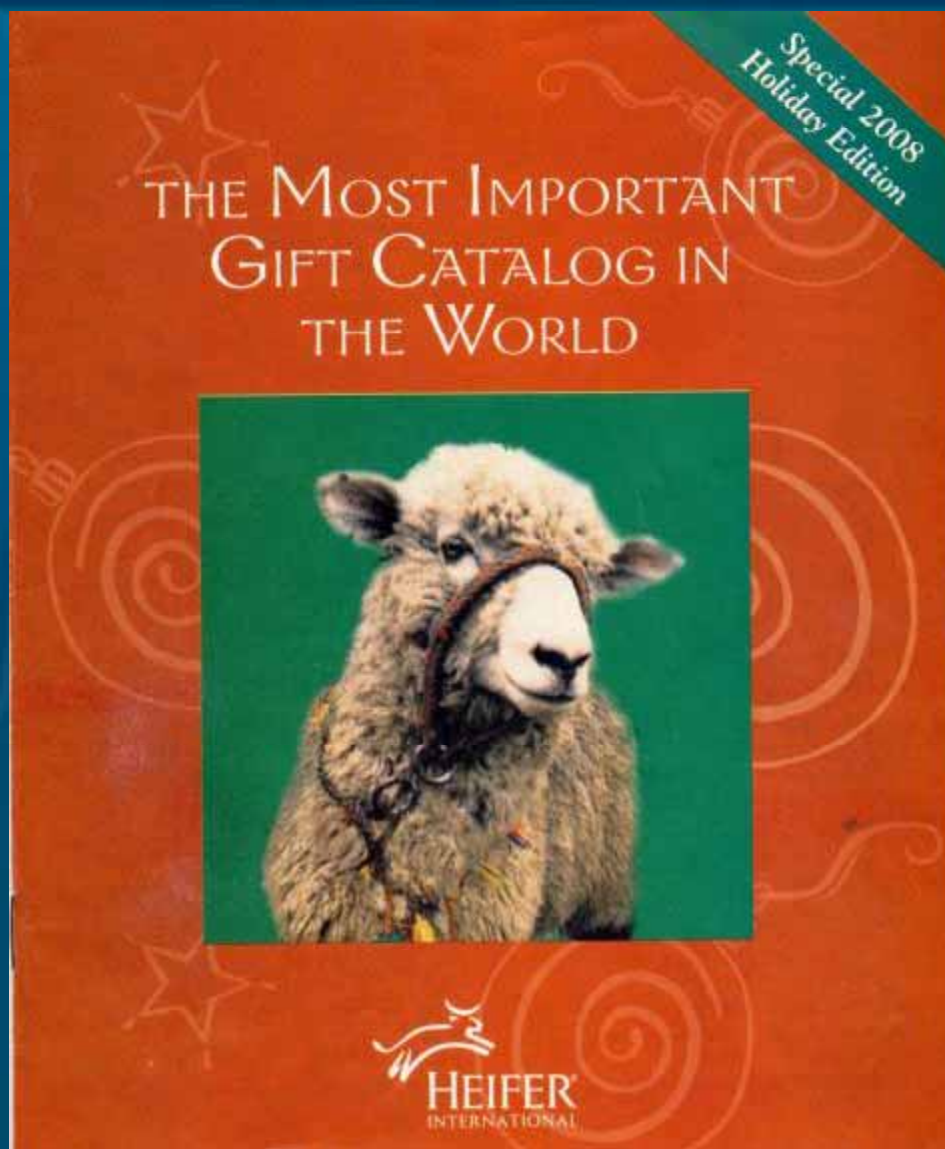
- Tell a story



# Grabbing your Audience's Attention

*Personalize it*

# Grabbing your Audience's Attention



# Grabbing your Audience's Attention

## THE HOUSE THAT COWS BUILT

For years, rain leaked through Nancy Isingoma's (below) roof. Her family longed to build a better home, but couldn't afford even simple materials.

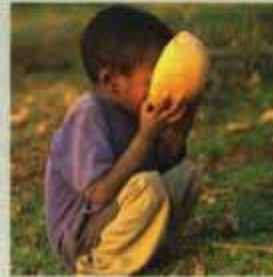
Then, Nancy received a dairy cow from Heifer International which provided milk for her family to drink and enough surplus to sell for a steady income. With profits from the milk, Nancy was able to buy metal for a new roof for their house, and bricks and mortar to repair its walls.

With patience and perseverance — plus some help from Heifer International — families like Nancy's all over the world are realizing their dreams for a brighter future.



*Nancy Isingoma provides fresh fodder for her heifer.*

CALL TOLL FREE (800) 422-0755



## Milk Menagerie

**Gift of a Milk Menagerie: \$1,000**

**Share of a Milk Menagerie: \$100**

The gift of a Milk Menagerie represents a quality-breed heifer, two goats and a water buffalo — four milk-producing animals for hardworking families hoping to provide a better life for their children. With training for recipient families, each animal in the Menagerie will produce gallon after gallon of wonderful, life-sustaining milk.



AMERICAN  
SPEECH-LANGUAGE-  
HEARING  
ASSOCIATION

# Grabbing your Audience's Attention

## WOOL WORKS WONDERS

In Bolivia, Carlos Hernandez's sheep from Heifer International gave three times as much wool as traditional breeds — enough for ponchos for the entire family.

Carlos passed the first lamb to a friend and sold the second to buy a calf. With income from his animals, Carlos helped his father buy land and improve their house. And because Carlos also received training in managed grazing techniques, he now knows how to protect the environment and ensure long-lasting success.



*Nine-year-old Benjamin Catiopala Paltan from Ecuador says, "On Saturday and Sunday, I am the family shepherd. I always help my father in the fields and because of this program, when I am big, I will be a good farmer."*

CALL TOLL FREE (800) 422-0755



## Knitting Basket

**Knitting Basket: \$500**

Share of a

**Knitting Basket: \$50**

Your gift of a Knitting Basket represents two llamas and two sheep — four animals famous for their warm, income-producing wool. From shearing to spinning, weaving and finally to selling woolen goods at market, the gift of a Knitting Basket will help struggling families earn extra income to break free from the grip of poverty and hopelessness.

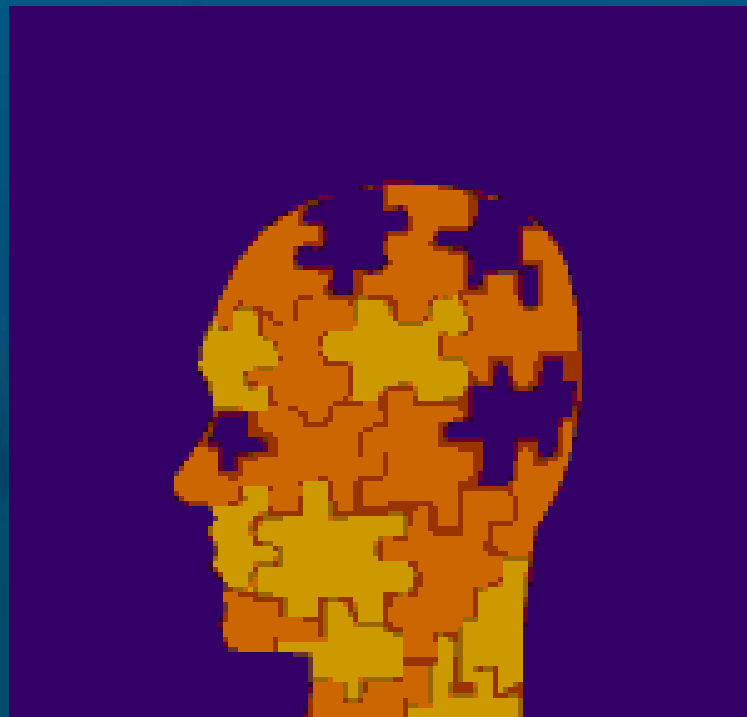
Learn how you can help end  
hunger and poverty. Visit  
[www.hungerMovement.org](http://www.hungerMovement.org).



AMERICAN  
SPEECH-LANGUAGE-  
HEARING  
ASSOCIATION

# Grabbing your Audience's Attention

- Make it a puzzle



# Grabbing your Audience's Attention

- Build bridges with analogies and metaphors



# Grabbing your Audience's Attention

- Force your audience to think

