



AMERICAN  
SPEECH-LANGUAGE-  
HEARING  
ASSOCIATION

**PERSUASION & NEGOTIATION IN ADVOCACY**

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# PERSUASION & NEGOTIATION

- What do they mean?

- How are they different?

Leverage?

Who changes position?

Potential Gain?

- How do I know which to use?

# THE ART OF *PERSUASION*

- ◆ Recognize the other person's viewpoint & constraints-**EMPATHIZE**
- ◆ Draw out information by being relaxed, pleasant, cooperative-**Knowledge is Power!**
- ◆ Ask questions & Listen!
- ◆ Set up a 'chain of agreement' with steps leading to your ultimate points

# THE ART OF *NEGOTIATION*

- ◆ Win-Win
- ◆ Compromise
  - ◆ Meet Midway
  - ◆ Give to Get
  - ◆ The Lagniappe-Add Something Unexpected
- ◆ Set up a 'chain of agreement' with steps leading to your ultimate points
- ◆ Know when to **STOP!**

# BE A WINNER!

## How can I win at advocacy?

- Decide- What is your “win”?
- Know yourself, know your audience
  - What does your win *mean* to the audience? To you?
  - Will a change benefit or hurt?
  - What type of person is your advocacy target?
  - Environment as a clue to personality
  - Listen more than you talk & talk after the target
- Know pro & con arguments on both sides
- Be prepared! Role play before meeting

# PROBLEM SOLVING: *A Prelude to Success*

ANGELA FOEHL, J.D., M.P.H.

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- ▶ Define the Problem-Target

- ▶ *Policy?* *Error?*
- ▶ *Insufficiency?* *Ignorance?*



- ▶ Problem Elements- Break it Down!

- ▶ *Context-* Describe & Diagram the System
- ▶ *System Flaws that Create Problems-* What? Where?
- ▶ *Flaws-* Which Need Change?
- ▶ *Power Agents-* Who can Correct System Flaws?
- ▶ *Power Agents-* Motivations & Barriers
  - ▶ To Act or Not to Act? That is the Question!



# *YOUR BARGAINING STYLE*

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**Director of Health Care Regulatory Analysis, ASHA**

If you are basically an  
accommodating, nice person . . .

- ◆ Don't try to be hard-nosed or super competitive
- ◆ Be comfortable with yourself



## *YOUR* BARGAINING STYLE

If you are a super competitor . . . .

- ❖ Tone it down, unless you possess significant bargaining chips/clout



# BEYOND STYLE - - to EFFECTIVENESS

## Key attributes you can develop

- ◆ Good memory or system for quick retrieval of data
- ◆ Handling stress well
- ◆ Being “quick” verbally
- ◆ Positive attitude – just as important as ability!

# VALUABLE PERSONAL TRAITS

- ◆ Willingness to thoroughly prepare
- ◆ High expectations
- ◆ Patience to listen
- ◆ Commitment to personal integrity

# GOALS & EXPECTATIONS

The **power** of setting specific goals

- ◆ Motivates people
- ◆ Creates focus during the bargaining session
- ◆ Makes you more persuasive



# THE POWER OF COALITIONS

- ◆ Can you create an effective coalition?
- ◆ Determine when consumers should be part of the coalition
- ◆ Identify motivated, persuasive SLPs or audiologists
- ◆ When are other professions appropriate (e.g., pediatricians, social workers, etc.)?

# WATCH OUT FOR THE GOOD GUY/BAD GUY DUET

Good guy opens with friendly, rapport-building chatter . . .

- ◆ Bad guy opens with an attack on your proposal or position
- ◆ Good guy insists that the colleague make a concession
- ◆ . . . .*You think you have already scored*

# Grabbing your Audience's Attention

EILEEN CROWE

Director of State Association Relations, ASHA

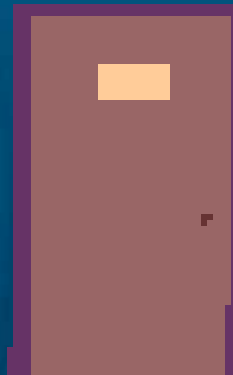
- ◆ Make it

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

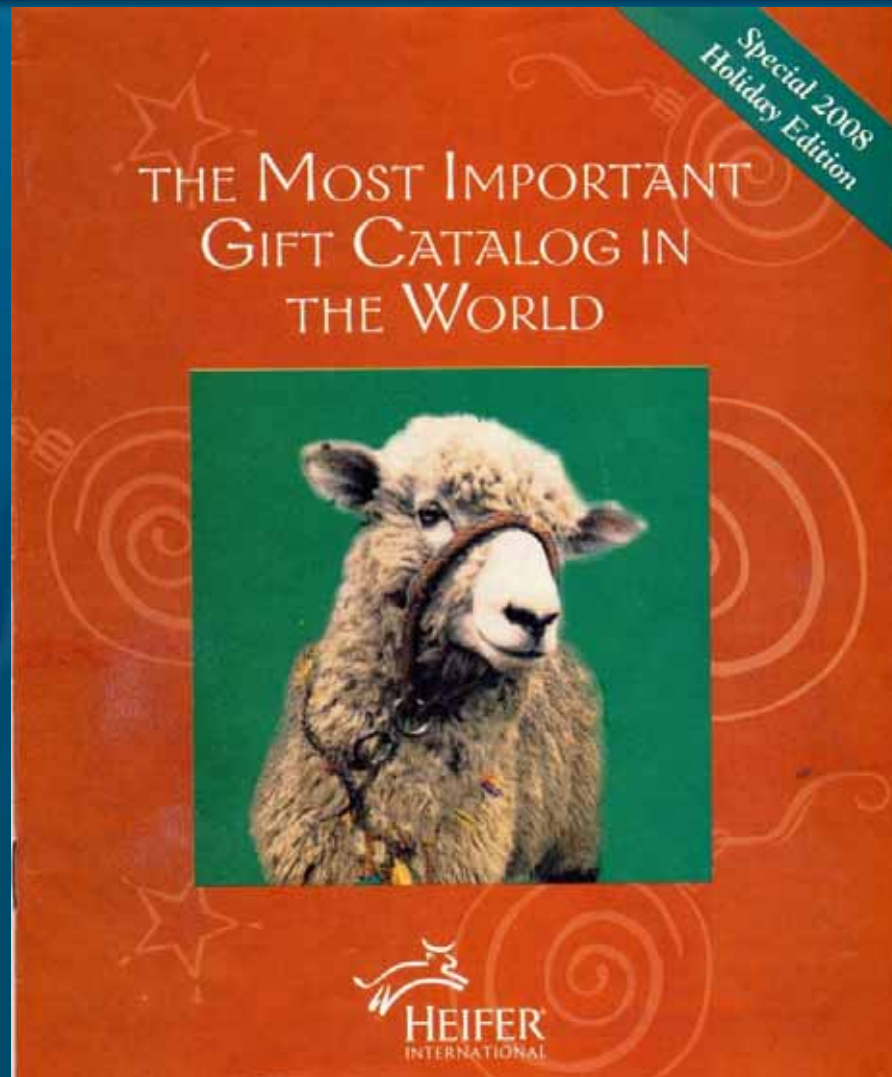
- Tell a story



# 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.



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# 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 Cutiopala 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.

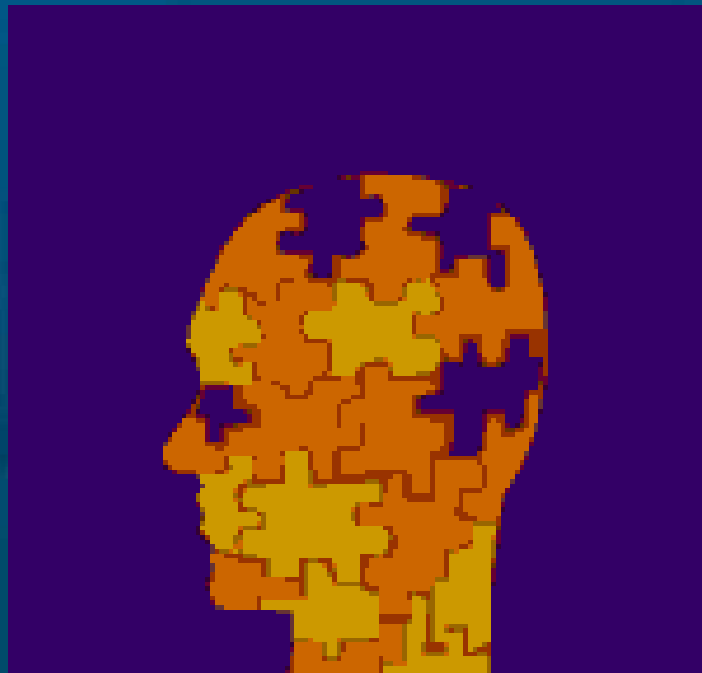
Learn how you can help end  
hunger and poverty. Visit  
[www.hungerMovement.org](http://www.hungerMovement.org).



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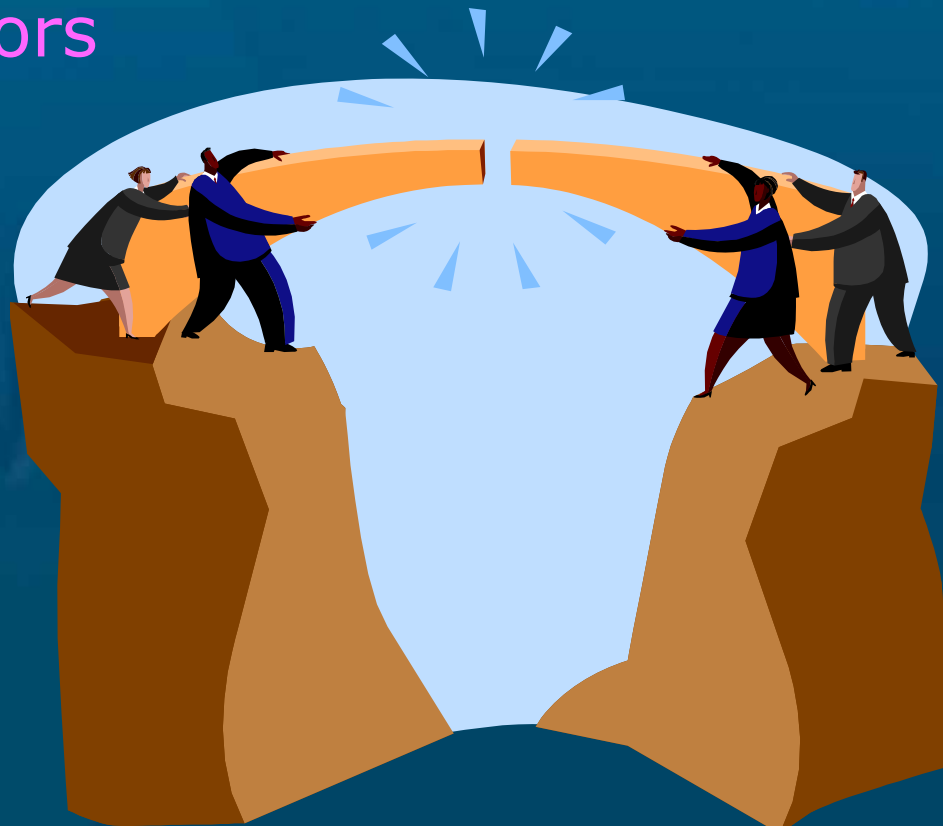
# Grabbing your Audience's Attention

- Make it a puzzle



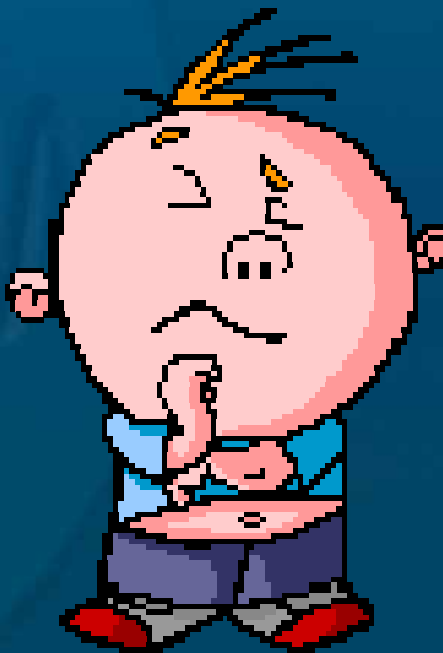
# Grabbing your Audience's Attention

- Build bridges with analogies and metaphors



# Grabbing your Audience's Attention

- Force your audience to think



# POWER IN CHANGE

**IT'S UP TO YOU!**

**POSITIVE THINKING LEADS TO POSITIVE ACTION**

**STUDY ROLE MODELS FOR SUCCESS**

**BE A WINNER EVERY TIME—GIVE YOURSELF DUE CREDIT FOR TRYING**

*As Dr. Phil says,*

**'Doing what you've always done gets you what you always got.'**

