Principles of Persuasion: How to Increase Your Level of Influence – Jeff Joutras

Let's face it, everyone is trying to influence somebody, every day. In this presentation, attendees will learn the principles of influence, principles backed by research. Principles that are scientific, ethical and applicable. Oftentimes, increasing your level of influence comes down to minor changes that won't cost you anything or will only require a small investment. Learn how to move more people in your direction to achieve a favorable result. This will include practical examples for those who want to improve their level of influence with clients and staff. Understand the psychology of persuasion and create a specific action plan to improve your results!

Everyone Communicates, Few Connect: What the Most Successful People Do Differently – Jeff Joutras

This insightful talk explores the crucial difference between mere communication and genuine connection. In an age where communication tools are abundant, the ability to truly connect with others remains a rare and valuable skill. Participants will learn how to move beyond surface-level interactions to create meaningful connections that foster trust, understanding, and collaboration. The session will cover connecting principles and practices to build stronger personal and professional relationships. By mastering these skills, individuals can enhance their influence, improve team dynamics, and drive greater success in their endeavors.

Presenter Bio –

Jeff Joutras is a Certified Coach with the Cialdini Institute for Ethical Influence as well as a Certified Coach, Trainer and Speaker with the Maxwell Certified Leadership Team. Jeff's background includes over 35 years of landscape industry experience in various executive leadership positions. He helps individuals and companies' problem solve, improve productivity and get better results through his coaching, training and speaking services. He is a graduate from the University of Wisconsin in Forestry and Business Administration. Jeff is married and the father of 5 adult children (2 certified arborists) and grandfather of 3 granddaughters.