

說服力 - 如何利用“講故事”說服 客戶、同事和投資者

Persuasion Strategy – How to Use “Storytelling” to Persuade Customers, Staff & Investors



15 November, WED

15:00 – 17:30

Smart-Space FinTech
Level 4, Core E, Cyberport 3

- 「講故事」技巧在領導力中的重要性
- 如何在不同的業務場景下使用「講故事」策略來提升業務表現
- Importance of Storytelling Skills in Leadership
- How to use Storytelling Strategy to Enhance your Business Performance

立即登記:



Guest Speaker:
Dr Mark Lee
Research Director
Asia Pacific Institute for Strategy

或電郵至 cs-smartspace@cyberport.com.hk
(註明“15Nov”, 名稱、公司名、職位)

語言：廣東話

說服力

如何利用“講故事”說服客戶、同事和投資者

- 很多管理人員都習慣用數據和圖表來說服客戶和員工，但效果不是很有效。
- 在2012年，奧巴馬指出:作為一名成功的總統，必須懂得如何講述讓人民團結的故事。
- 如果管理人員能講好故事，便更有說服力去管理客戶和員工。
- 我們將分享在不同的業務場景下，如何使用"講故事"策略來提升業務表現。

Persuasion Strategy

How to Use “Storytelling” to Persuade Customers, Staff and Investors

- Executives can engage customers, staff and investors in a much more convincing way if they toss out their PowerPoint slides to tell good stories.
- In 2012, President Obama admitted, “The nature of this office is also to tell a story to the American people that gives them a sense of unity and purpose and optimism.”
- This shows the importance of storytelling skills in leadership.
- We will share how to use storytelling strategy to enhance your business performance.

關於主講嘉賓

李卓駿博士在大學有超過十年的研究和教學經驗。他的研究覆蓋戰略和運營管理等領域。目前擔任亞太策略研究所研究總監一職。他應邀擔任演講嘉賓，包括美國商會，國際會計師公會，品牌發展局，香港中華廠商聯合會，東盟會計師事務所聯合會，香港工業總會，德瑞國際學校，貨品編碼協會，香港保險中介人商會，香港出口商會，香港科學園，註冊財務策劃師協會等。

About the Guest Speaker

Dr Mark Lee has over ten years of research and teaching experiences at the university. His areas of research cover strategy and operations management. He is currently the Research Director at Asia Pacific Institute for Strategy. He was invited by leading associations as speakers including American Chamber of Commerce, Association of International Accountants, Brand Development Council, The Chinese Manufacturers' Association of Hong Kong, Federation of ASEAN Accounting Firms, Federation of Hong Kong Industries, GS1, Hong Kong Chamber of Insurance Intermediaries, Hong Kong Exporter Association, Hong Kong Science Park, Society of Registered Financial Planners, etc.



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