



## DEVELOPMENT DAY CHICAGO

Friday, September 14, 2018  
Renaissance Chicago Downtown



### LEADING WITHOUT FORMAL AUTHORITY: PERSUASION & INFLUENCE

Working with the diverse constituencies of a nonprofit organization requires leaders to persuade and influence those stakeholders to support the organization with their time, talent and treasure. This session will provide a framework for participants to apply to their own situation, enabling them to better tell their story and gain supporters for their organization. Based on academic theory and using practical examples, participants will learn tools and tactics to advance their organization's mission.

By the end of this session, participants will:

- Have a deeper understanding of the concepts of competence and credibility and learn ways to develop these skills to have greater success in influencing others
- Learn how to frame your message in order to promote change through persuasion and influence
- Understand your audience and apply influencing tactics appropriately
- Learn simple and applicable procedural and interpersonal tactics that can help you influence others

#### PRESENTERS:

**Gail Berger**, Assistant Professor of Instruction, Industrial Engineering and Management Sciences, McCormick School of Engineering and Kellogg School of Management, Northwestern University



**Gail Berger** is an Assistant Professor of Instruction at Northwestern University in the Kellogg School of Management, the McCormick School of Engineering, and the School of Communication. She is also an experienced executive coach and leadership development expert who is passionate about helping leaders and teams achieve their goals and improve their performance and effectiveness. She brings professional and academic experience in the areas of talent development and assessment, conflict resolution, and team dynamics. She works with clients across a variety of industries, including, consumer services, education, engineering, financial services, hospitality, and the non-profit sector. Career highlights include the design, development and implementation of team building programs for clients that have harnessed coaching as a cornerstone for program success. In addition, she has won teaching awards, including Instructor of the Year at Northwestern's School of Education and Social Policy, and she has published in leading journals and presented at National conferences.

Gail received her Ph.D. in Management and Organizations from the Kellogg School of Management, Northwestern University. She also holds a M.Ed. in Administration and Supervision from Loyola University and a B.A./B.S. in Psychology and Elementary Education from Boston University. She has blended her background in education, business and psychology to create a powerful approach to team building, leadership development, and executive coaching.