The following is suggested email text for announcing the Persuading Others Café. Feel free to customize the invitation for your organization. For any bracketed text […], insert text appropriate to your organization and the Café you plan to offer.

**Persuading Others**

Subject: Harvard ManageMentor Persuading Others Café

As managers, you are faced with situations that require you to persuade others. It may be something relatively simple, such as convincing your boss to approve your request to telecommute one day per week, or a more complex situation that requires you to convince multiple stakeholders to approve funding for a much-needed resource.

To increase your effectiveness in persuading others, please join us for a Persuading Others Café session, a learning opportunity sponsored by [sponsor] and based on material from Harvard ManageMentor. The Café will be led by [facilitator name and job title]. This hour-long session is scheduled for [date, time, web conference information or location]. The Café will provide an opportunity for you to assess those whom you need to persuade, persuade people by appealing to reason, connect with people by appealing to their emotions, and activate persuasion “triggers” to affect people’s unconscious response to your idea.

Before attending the Café, please complete the following seven lessons and the assessment in the Harvard ManageMentor Persuading Others topic [LINK to Harvard ManageMentor Persuading Others topic]:

* Understand Persuasion
* Build Your Credibility
* Understand Your Audience
* Win Minds
* Win Hearts
* Overcome Resistance
* Activate Persuasion Triggers

In addition, please complete the “Worksheet for Understanding Your Audience” and the practice activity “Apply the Triggers.”

Thank you. We hope to see you on [DATE],

[NAME OF PERSON OR GROUP SENDING THE EMAIL].