



The Game of Persuasion - 36 ways to influence your audience: Experiences from speeches of the most successful CEOs

Dimitris Michas

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A game of impression and influence. A game of 36 ways... The Game of Persuasion is a manual for the evaluation of the influence of a speaker and his speech to an audience. In the book the author analyzes the ways and the means to make a speech and a speaker stand out, creating the 36-points Influence Indicator of a Speaker, i.e. an assessment tool of 36 point-criteria that can make a speech good or bad and a speaker effective or not. It presents and analyzes the theory and the application of rhetoric in general and of corporate rhetoric specifically and how they can be used for optimal management and operation of the human resources in any given organization. Subsequently, based on the Influence Indicator he analyzes selected speeches made by the CEOs of major companies, to assess the rhetorical skills of each individual, but also their influence and their impact on the human resources of each company. Steve Jobs, Rex Tillerson, Bill Gates, Larry Page, Warren Buffett, Alex Gorsky, John Stumpf, Jeff Immelt, Severin Schwan and Doug Mcmillon stand before the Influence Indicator's microphone, getting judged and criticized. Stand before the microphone yourself and compare your performance with that of the most successful CEOs!

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