

“ Every day, and in many ways, an entrepreneur must lead and persuade others. Understanding what motivates people, how to inspire them to do their best work, and how to lead with purpose and vision is essential for any entrepreneur ”

**The Art of Persuasion:** “Entrepreneurs spend a huge proportion of their time persuading others— customers, investors and employees. Understanding how to be better at the art of persuasion can be hugely helpful in your business.” - Daniel Pink

Keynote Lecture Notes:

**Impact Question:** What will you do differently as a result of what you’ve learned from this module?

## Questions for you, the entrepreneur

1. What persuades me? Why?
2. How can I improve my ability to persuade others?

## Questions for the team

1. Which members of my team are able to persuade others?
2. What makes them good at it?

## Readings

Notes:

## Founder Genius

Notes:

## Other Related

Notes:

## Tools

Notes: