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Persuasion

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The intention of this presentation is to provide the participants with an overview of looking deeper into how persuasion works and how it can help clinicians develop the ability to get what they want to convince stakeholder.

This presentation will describe the journey to of developing excellent persuasion skills, while creating affective communication pathways and brilliant ideas.

The presentation will aim to knowledge share and highlight the different processes put into place for excellent persuasion skills, whilst ensuring adequate knowledge retention is maintained.

Biography

Dr Tracy Roake is an advanced midwife and general nurse. She is currently the Head of Education and Student Affairs at Danat Al Emarat Hospital, Abu Dhabi. Dr Tracy has been awarded a DBA, MBA, M.Sc. Healthcare management degree, and has a Master of Applied business research; she is a qualified hypnobirthing instructor and has a diploma in Aromatherapy, Herbalist, Reflexology and Naturopathy. She is a BLS, NRP and PROMPT instructor. She has a great passion for midwifery and pioneered all the first private hospital water births in KZN, South Africa. She is also a facility member or the PROMPT foundation in the United Kingdom.

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