

Unleash the energy
of freedom



SCHOOL OF
PERSUASION

A Project of Leadership Program of the Rockies

Why a School of Persuasion?

SUCCESS in any venture, whether in politics, business, or other areas, always requires the united effort of people. No general can achieve military victory without the cooperation of commanders and soldiers. No business can profitably market and sell a product without the cooperation of a business team that wants to sell, and consumers who agree to buy. No man or woman can be elected to office without the cooperation of paid and volunteer help, not to mention the citizens who must agree to cast a favorable vote.

What is the one key element in moving people toward a common goal? The answer: Persuasion. Those who can speak and write and organize people and resources in ways that persuade others are more successful than those who cannot. In large measure, those who can persuade others determine the fate of events and the course of history.

There are other ways to move people, sure. Historically, force and fraud have been the tools favored by tyrants. But the energy of a slavish group of tortured people is no match for free men and women who take action of their own choosing. That's the key: persuasion alone unleashes the energy of free souls, because when persuaded to do something, men and women do it because they want to.

On July 2, 1776, as the Continental Congress was approving the Lee Resolution for American independence, General George Washington penned the following prose, persuading his officers

and the soldiers serving under them to keep up the fight:

The time is now near at hand which must probably determine, whether Americans are to be freemen or slaves; whether they are to have any property they can call their own; whether their houses, and farms, are to be pillaged and destroyed, and they consigned to a state of wretchedness from which no human efforts will probably deliver them.... We have therefore to resolve to conquer or die.... Let us therefore animate and encourage each other, and show the whole world, that a free man contending for liberty on his own ground is superior to any slavish mercenary on Earth.

Several days later, after July 4, Washington ordered the generals of his army to read aloud to their subordinates what would become the most famous persuasive political document in history: the Declaration of Independence. Without the persuasive efforts of Washington and the leaders of the American Revolution, the American experiment in self-government would've failed before it began.

The Leadership Program of the Rockies believes the *art of persuasion* is the timeless key to success for anyone in any station of life, but especially for those who want to recover the precious freedom that we stand at risk of losing today. And that is why LPR proudly announces its latest project: **The School of Persuasion.**

Can LPR Deliver?

SO WHO ARE WE at the Leadership Program of the Rockies to think we can train persuasive advocates for freedom? What experience does LPR bring to the table in building a School of Persuasion?

First, the School of Persuasion is a project of LPR, which has been teaching the principles of freedom to future leaders for nearly a quarter of a century. We understand the challenges of understanding freedom and helping others understand the same. We have refined a curriculum of literature, lectures, activities and ideas that explain the lessons of free society.

Those lessons of freedom will inform the School of Persuasion as we exercise and perfect the arts of persuasion.

Second, the School of Persuasion will draw upon the talents and expertise of top-tier consultants, advisors, and scholars in the areas of media training and communications strategies, fundraising, opposition research, database development, and other areas necessary for building effective, persuasive, winning strategies and successful projects.

Join Us

WE ARE THE SONS AND DAUGHTERS of people who risked life and limb to come to America and make it the greatest beacon of freedom the world has ever seen. We refuse to let the fire of freedom be extinguished, because we agree with Washington that “a free man contending for liberty on his own ground is superior to any slavish mercenary [or bureaucrat!] on earth.” We are, in short, freedom entrepreneurs. We invite you to apply to the School of Persuasion and help us help each other become more than freedom entrepreneurs: let us become successful ones.



Frequently Asked Questions

Q: Who Can Apply?

A: The School of Persuasion is designed primarily for graduates of the Leadership Program of the Rockies, but we also encourage applications from men and women who are ambitious, smart, active in civic life, and who seek to exercise and improve their skills of persuasion within a framework of the principles of free society.

Q: How do I apply?

A: Applications are available online at: www.leadershipprogram.org

Q: When are applications due?

A: September 30, 2011

Q: What is the time commitment required for the School of Persuasion?

A: The course opens with an “immersion weekend,” November 4-5, where students spend two full days exploring the principles of political and economic freedom. Then beginning December 2, 2011 classes will be held on one Friday per month through June, 2012. Classes will typically begin in the early morning and run through late afternoon, with an informal social hour afterwards.

Q: What is the cost of the program?

A: Tuition for the program is \$2,000. Participants in the School of Persuasion are expected to pay the tuition themselves, or raise whatever amount they might be short—this is one metric of whether an applicant is as influential as he might think he is. Partial tuition scholarships will be made available to select students who are excellent candidates for the program and demonstrate a prohibitive financial need.

Q: What will I experience in the School of Persuasion?

A: If you are accepted into the School of Persuasion, you already take seriously your responsibilities and rights as an American citizen. You understand that without freedom, success in almost any venture is impossible, and you are looking to refine your persuasive skills because you want success in your personal life and you want to advance the cause of freedom in public life. And you want to study and work with people of similar ambitions, interests, and levels of energy.

The School of Persuasion is about serious learning and self-improvement, not frills: the work-intensive seminars will be in a classroom-style setting. You will invest time mastering the skills of persuasion, including messaging, analyzing your resources, identifying ambitious yet realistic goals and the means to reach them, all of which will form a strategic plan for success that you will prepare and refine throughout the nine-month program. You will have homework and it will be critiqued, and you will help critique the work of your classmates—the School of Persuasion will be a highly interactive experience.

Perhaps most importantly, you will practice making appeals to both the heart and mind, attempting to persuade those who think differently than you and hold opinions different from yours. In its deepest meaning, persuasion is an art, not a technical science. Persuasion is not a mere list of facts to be memorized or maneuvers to be mastered. Persuasion requires understanding one’s audience and understanding oneself; it also requires patience, prudence, timing, tone, and other factors that are sometimes difficult to measure. In this way, we invite you not only to learn from us, but with us. The School of Persuasion is a process, a constant work in progress—because the art of persuasive communication is never final or perfect—in which we will help you become a better, more persuasive communicator, and you will help us become better, too.

LPR Grads: What Are You Doing For Freedom?

GRADUATES OF THE LEADERSHIP PROGRAM OF THE ROCKIES form a distinct and potent legion for liberty. So the question is: *What are you doing with your talents and learning?* Are you doing everything you can to recover and advance freedom in America?

We have watched countless men and women of good intentions get elected, and then fail us. People who talked a good game in primary and even general elections, just couldn't get over the finish line when it came to expanding freedom

and reigning in the scope and size of big government. Why did they fail? Answer: they were not persuasive in explaining to their fellow citizens why the risks of freedom are preferable to the degradations of dependency.

But you, the graduates of LPR, know what's important. You know the principles of freedom, and why it is better to be a free citizen than a client of the welfare state. So we invite you, we challenge you, to take your skills to the next level and apply for the new School of Persuasion and help us recover the freedom we stand to lose.

Leaders, are you ready to take the next step?



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