

Win the Room: The Science of Communicating with Magnetism, Clarity, and Conviction

Surveys consistently rank communication as the most valued professional skill — yet most people believe it is the one fading fastest, worn down by years of working through screens and the habit of letting technology do our talking for us. That is the paradox at the heart of this program: when the skill everyone agrees matters most is the one most are losing, mastering it becomes a rare and outsized advantage. From the boardroom to the courtroom, this session unpacks the science of human communication and turns it into a practical system for presenting with clarity and conviction — and the quiet magnetism that makes a room want to listen, believe, and act.

Dr. Toby Groves brings a rare vantage point to the subject — an experimental psychologist who works directly with communicators and a speaker who climbed from a near-paralyzing fear of the stage to a nationally sought-after presenter. Drawing on research into how expert witnesses earn trust before skeptical juries, what master speechwriters know about moving an audience, and the psychology of credibility, warmth, and persuasion, this program explores what truly makes a person believed and a message land. Participants leave understanding communication not as an inborn gift but as a learnable system — and with the confidence that comes from knowing exactly how to be heard, believed, and remembered.

Major Subjects:

- **The Paradox of a Vanishing Advantage:**
Why the skill professionals rank most important is also the one they believe is disappearing — and why closing that gap creates a rare competitive edge.
- **The Science of Being Believed:**
What expert witnesses reveal about earning trust before a skeptical audience — the real drivers of credibility, and the surprising evidence that the most confident person in the room is often the least persuasive.
- **Presence and Magnetism as Trainable Skills:**
How warmth and presence — the qualities that make people want to listen — are not inborn gifts but learnable behaviors, built through techniques drawn from psychology and the craft of master communicators.
- **Reading the Room:**
The in-the-moment skill of sensing how a message is landing and adjusting in real time, grounded in the psychology of social perception.
- **The Reception Gap:**
The difference between the message you send and the one your audience actually receives — and how anticipating that gap lets you shape understanding before it goes wrong.

- **Staying Human in the Age of AI:**

How to remain authentic, credible, and trusted when anyone can sound polished — and why genuine human connection is becoming the ultimate differentiator.

Learning Objectives:

1. Identify the research-based drivers of credibility and trust, and recognize why excessive confidence can undermine persuasion.
2. Apply techniques of warmth and presence — such as story, metaphor, and contrast — to strengthen connection and make a message memorable.
3. Read and respond to real-time audience signals, adjusting a message as it is delivered.
4. Anticipate how a message will be received and tailor it to an audience’s perspective to close the “reception gap.”
5. Develop strategies for communicating authentically and credibly in a remote and AI-assisted environment.

Level: Intermediate

Prerequisites: 2 years of professional experience in auditing, business, or management

Advanced Preparation: Not required

Hours: 2, 3, 4, and 8-hour lengths

Field of Study: Communications and Marketing

Designed For: Auditors, business professionals, and leaders who present ideas, findings, or recommendations to others — and who want to communicate with greater credibility, presence, and impact.