



Moving Your Audience: Persuasive Strategies for Your Political Messages

Elizabeth Goins, Ph.D.
Founder, Pineapple Strategies LLC

Framing a conversation is the key to determining its outcome. The narratives behind important issues are what move audiences and promote action. Using storytelling principles and communication research, we can understand why some messages get traction...or don't... in today's political environment.

In this interactive session, participants will learn how to advocate more effectively by communicating clearly and influencing others. This course will help participants drive political conversations by creating messages that:

- Get positive reception from audiences;
- Present different positions in strategic ways;
- Get repeated more often and more accurately; and
- Are easy to remember and difficult to reframe.

Dr. Elizabeth Goins has devoted her career to helping leaders become better communicators. After earning a Ph.D. in Communication Studies from The University of Texas at Austin, she founded [Pineapple Strategies, LLC](#) and became a lecturer at the McCombs School of Business and Concordia University Texas.

Now, Elizabeth's got 3500 hours of communication coaching under her belt, along with 10+ years of university teaching, and 400+ trainings. Her clients include C-Suite executives, thought leaders, engineers, and creatives from companies like Google, Adobe, Deloitte, Amazon, McKesson, VMWare, American Express, Mars, and Indeed.

Before life as an entrepreneur and consultant, Elizabeth worked on K Street in Washington, D.C. public affairs. She earned her MA in Strategic Communication from George Mason University and BA in Communication and English from Wake Forest University.

Elizabeth grew up in Alexandria, VA and is proud to have called Austin home since 2008. Outside of work, you can find Elizabeth in her succulent garden, at Pilates class, or cooking healthy food inspired by unhealthy favorites.