Fulcrum Point

Workshop outline · Working with others

Building Your Position.

Build a full case, defend it under challenge, and win senior people to it. Participants practice structured debate on real requests for resources, budget and support.

For

Anyone frustrated by not getting what they need, and team members or managers who have to secure resources from their company.

Format

Two days. In person or live virtual.

What it is for.

Resources are always limited, and the people who get them are the ones who make their case clearly. Most managers and team members were never taught to build a persuasive argument or to hold it when someone argues back, so senior leaders turn their requests down.

Over two days participants build one real case from start to finish. They learn to structure an argument step by step using the principles of debating, work with a framework that addresses the mind, the heart and the path to action, prepare for the counterargument, and defend their position in realistic debates with senior counterparts, handling questions and pushback as they come.

What you leave with.

- Debating skills applied to influencing others
- A structure for building and delivering a strong position
- A framework that addresses the Mind, the Heart, and Shaping the Path
- The skill of preparing for the counterargument
- Strategies for handling questions and pushback

Why it matters.

- You get to the point, name the outcome you want, and hold your ground with senior leaders
- You can disagree diplomatically and still move the conversation forward
- A well-defended position builds your credibility and presence

Format.

Length	Two days
Mode	In person or live virtual
For	Anyone frustrated by not getting what they need, and team members or managers who have to secure resources from their company.
Method	Self-assessment tools; Short inputs from the facilitator; Group activities; Individual and peer-to-peer assignments

Your speaker.

Lorne Michael Cousins

Senior Fellow and Council Director, The Conference Board, Asia. Founder, Fulcrum Point.

Lorne Michael Cousins has spent twenty-five years inside corporate sustainability across China and the Asia-Pacific, as environmental auditor, sustainability consultant and leadership strategist. He is Senior Fellow and Council Director at The Conference Board, Asia, founder of Fulcrum Point Sustainability Consulting in Shanghai, and a Founding Member of the Sustainability Directory.

He holds an MEM from UNSW Sydney, a BA from UBC Vancouver, and Practitioner status with IEMA. Accredited Advisor, Future-Fit Business Benchmark.

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