

2017 leadersEdge: Brand Your Leadership with Influence Skills for Advocacy

Planned by the ASHP Foundation

ACPE Activity Number: 0204-9999-17-016-L&H04-P / 0204-9999-17-016-L&H04-T

Release Date: April 20, 2017

Expiration Date: April 20, 2020

Activity Date: April 20, 2017

Activity Type: Knowledge-Based

CE Credits: 1.5 Hours

Activity Fee: Free

Accreditation for Pharmacists and Pharmacy Technicians



The American Society of Health-System Pharmacists is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

Target Audience

This continuing pharmacy education activity is designed for pharmacists and pharmacy technicians to advance practice through developing their leadership skills.

Activity Overview

In this activity, participants will explore personal communication skills, relationships and the power of persuasion and influence to achieve results for your most important ideas.

To be successful, leaders in every type of organization must find practical and action-oriented ways to market ideas and achieve shared ownership with colleagues. Explore personal communication skills, relationships and the power of persuasion and influence to achieve results for your most important ideas.

Learning Objectives

After participating in this CPE activity, participants should be able to:

- Describe critical learning elements to build your brand for effective advocacy for your most important ideas.
- Define developmental opportunities to enhance personal communication skills.
- Critically evaluate personal opportunities for self-development and improvement to optimize influence and persuasion opportunities.

Schedule of Educational Activities

Topic	Description	Speaker	Time Allotted
Introduction	Overview of the webinar content and importance	Sharon Murphy Enright	15
Branding	Build your brand	John Daly	15
Effective Advocacy	For your most important ideas	John Daly	20
Communication Skills	To influence and persuade	John Daly	20
Q&A	Discussion and application to real-life challenges	Sharon Murphy Enright and John Daly	20

Faculty Information

- Sharon Murphy Enright, MBA
Envision LLC, Atlanta, GA
- John A. Daly, Ph.D.,
Professor, Department of Communication Studies, College of Communication
The University of Texas at Austin

Disclosures *(optional on this document)*

Faculty, planner, ASHP Staff and consultants report no relevant financial relationships pertinent to this activity.

Methods and CE Requirements

This activity consists of participating on during the web-based activity. Participants must participate in the entire activity and complete the online evaluation to earn continuing pharmacy education credit.

For live: Follow the prompts to claim credit immediately or within 60 days after the activity.

For home study: Follow the prompts to claim credit within 60 days after completing the activity.

System Technical Requirements

Courses and learning activities are delivered via your Web browser and Acrobat PDF. Users should have a basic comfort level using a computer and navigating web sites.

View the [minimum technical and system requirements](#) for learning activities.