

# Executive Briefing

This **Executive Briefing** has been designed for Leaders and Senior Managers who need an operational overview of the increased benefits that the application of the Principles of Persuasion will bring to their organisation.



The ability to influence and persuade others is not a skill that is held by a select few. There is a science behind why people comply with the requests of others.

For over 35 years Dr Robert Cialdini, one of the world's most cited behavioural experts and his colleagues have been studying effective influence, persuasion and behaviour change and its ethical application.

His books **Influence** and **Yes! 50 secrets from the science of persuasion** written with

colleagues Dr. Noah Goldstein and Steve Martin, are international bestsellers and both have featured on the prestigious **Harvard Business Review's 'Breakthrough Ideas for Business'** List.

The **Executive Briefing** has been presented to a wide range of eminent audiences in both the public and private sector, including the Prime Minister's Strategy Unit at 10 Downing Street, Microsoft, Nokia, Shell, Bosch, AstraZeneca, University College London, the Home Office and the House of Commons Select Committee for Climate Change.

The application of the Principles of Persuasion and their incorporation into business strategy and change initiatives can often mean the difference between success and failure.

The **Executive Briefing** can be presented as a one to three hour programme giving the flexibility to incorporate a workshop element if required.

Call Sarah Tobitt on 0870 787 4747

**"This thinking is the real deal. Don't miss out."**

*Daniel Finkelstein, Chief Leader Writer and Comment Editor, The Times*

**"The single best introduction and distillation of research and wisdom on changing minds."**

*Warren Bennis, Distinguished Professor of Business, University of Southern California*