



**What?** Every day we have the challenge of persuading our colleagues, our customers and our clients ....but how?

The Science of Yes Executive Briefing will explore this little known but highly respected scientific research so that executives, leaders and managers can better understand how to effectively and ethically influence the behaviour and decisions of others both internally throughout their organisations and externally in terms of customers, consumers, partners, opinion leaders, public bodies and governments.

**Style?** Delivered as a keynote conference presentation or executive briefing over 1 – 2 hours. Other options to suit the needs of the organisation are available

**Who?** Yes! authors Steve Martin and Bob Cialdini can be available

**Info?** Call Sarah Tobitt on 0870 787 4747

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