

Science of Yes Keynote Talk

The ability to influence others not to just say “Yes” to your requests but importantly to persuade them to change is central to your success regardless of the type of organisation you work in.



The **Science of Yes Keynote Talk** will explain how the six universal Principles of Persuasion, identified by the world’s most cited persuasion expert Dr Robert Cialdini, can be applied both inside and outside of your organisation, so that you increase your influence and persuasion over others in an entirely ethical and responsible way.

The **Science of Yes Keynote Talk** has been delivered to audiences all over the world from the largest corporations to public sector and not-for-profit organisations. The lessons and insights from the **Science of Yes Keynote Talk** are relevant to everyone and applicable in all areas of business life including sales and marketing, negotiation and leadership, public communications and organisational change.

If you are looking for a popular, entertaining and highly relevant presentation that can be delivered as an interesting and memorable individual event, incorporated into a company conference or product launch or integrated into a staff development programme then the **Science of Yes Keynote Talk** will be a great choice.

The 45 – 90 minute **Science of Yes Keynote Talk** will be adapted to suit your specific timing requirements and customised to align to your individual conference themes and messages.

Call Sarah Tobitt on 0870 787 4747

“It was a real eye opener. Excellently presented. Informative and so valuable to apply theory to my day to day activities.”

Eon Energy

“Interesting concepts presented in an entertaining, easy to follow and memorable way”

The Capital Group Companies