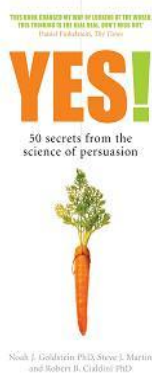


The Yes! Project

The Yes! Project is an interactive learning resource based on the insights from one of the top selling business books for 2008 'Yes!' authored by Professor Robert B Cialdini, the world's most quoted expert on the subject of influence and persuasion, Professor Noah Goldstein – a member of the Behavioural Science Faculty at the University of Chicago Graduate School of Business and Steve J Martin – business author and Director of Influence At Work (UK).



The Yes! Project can be utilized as an interactive self study tool or used as part of a skills workshop led by one of our experienced Cialdini Method Certified Trainers (CMCTs). It's flexible too. You can purchase The Yes! Project as a standalone CDROM or arrange access via your company network or the intranet.

The Yes! Project demonstrates how small changes in your approach can have dramatic effects in your ability to influence and persuade others in an entirely ethical way. By understanding more about the science of persuasion anyone can build improved relationships with co-workers, customers and consumers and significantly improve their influence and persuasion skills.

- Other benefits of The Yes! Project include:
- A pre-test to establish your current knowledge and skill level
- Over two hours of interactive material divided into bite size chunks of learning
- Entertaining video clips to reinforce learning
- A range of individual and group application exercises to apply the science of persuasion to your business and workplace challenges



- Support tools and notepad functions to help create action plans
- Full reporting and tracking capabilities so you know what each member of your team has achieved

contd/2



The Yes! Project has 6 fully interactive learning chapters as well as a full introduction, pre-test activity, individual & group activities and a final knowledge check.

Introduction

Learn from Professor Robert Cialdini about the Science of Persuasion and how anyone can become more effective at influencing others by just making small changes to their communication.

Take the interactive influence pre-test and see how persuasive you already are either on your own or in a group. You may even like to pit your wits against a colleague.

Learning Chapter 1 - Influencing Loyalty

Yes! author Steve Martin explains how to build loyalty to your products and services. Watch how two team members get very competitive in trying to apply this insight in their office in some ingenious and amusing ways.

The chapter concludes with both a self test and an individual / group activity to apply this learning to your workplace environment and a summary sheet explaining the key learning points.

Learning Chapter 2 – What can you gain from loss?

Supported by a video diary of the story of the Concorde, Yes! author Steve Martin explains how to employ the often underused but powerful persuasiveness of loss language in your business communications.

The chapter concludes with both a self test and an individual / group activity to apply this learning to your workplace environment and a summary sheet explaining the key learning points.

Learning Chapter 3 - The power of choice framing

Dr. Noah Goldstein talks about the persuasiveness of how to set up the choices you offer. In the restaurant the local waiter uses this insight to good effect to deal with Stuart the Obnoxious Casanova.

The chapter concludes with both a self test and an individual / group activity to apply this learning to your workplace environment and a summary sheet explaining the key learning points.

contd/3

Learning Chapter 4 - How to maximise the influence of your favours over time?

Professor Cialdini explains the principle of give and take and what happens to your powers of persuasion when you help customers and colleagues. If only our friend in the video knew this before it was time for his annual appraisal.

The chapter concludes with both a self test and an individual / group activity to apply this learning to your workplace environment and a summary sheet explaining the key learning points.

Learning Chapter 5 - Why and when can your messages self destruct?

Steve Martin talks about how to ensure that your persuasion attempts don't backfire and have the opposite effect to the one intended. Watch as one poor employee is given responsibility to improve his company's recycling rates.

The chapter concludes with both a self test and an individual / group activity to apply this learning to your workplace environment and a summary sheet explaining the key learning points.

Learning Chapter 6 - Group Decision Making

Professor Cialdini describes the pitfalls that can occur in group decision making. If only the leader of the marketing agency in the video remembered these pitfalls before going to see her client.

The chapter concludes with both a self test and an individual / group activity to apply this learning to your workplace environment and a summary sheet explaining the key learning points.

Final Knowledge Check

Check your progress by taking the knowledge check. The knowledge check will also point out gaps in your knowledge and recommend which interactive chapters to review.

contd/4

How do I get hold of The Yes! Project? Just choose the way that works best for you

01 CD ROM / CMCT Led Programme

You can purchase The Yes! Project directly from Influence At Work by calling Sarah Tobitt on +44 (0) 870 787 4747. You can also arrange for one of our experienced Trainers who have been personally certified by Professor Cialdini to run The Yes! Project as a one day programme in your organisation. The Yes! Project is an ideal entree to our flagship Principles of Persuasion Programme. The Yes! Project can also be used as a valuable follow up to anyone who has already attended the Principles of Persuasion Programme.

02 Network / Intranet Self Study Course

If your organisation has an LMS (Learning Management System) you can host The Yes! Project on your own network. This means many hundreds of employees can learn at the time that suits them and at many different locations. You'll be able to track learners' progress and your learning management team will have access to full tracking and reporting capabilities. Options for the personalisation of The Yes Project are also available to you. For large organisations who want their employees to receive this important and unique training this is a cost effective and highly efficient method of training delivery.

03 Internet web-based Course

Users can access The Yes! Project via our unique internet learning portal. You simply buy the number of accesses that you need for your organisation during the year. It's flexible, cost effective and you can top up your account and access new learning chapters of The Yes! Project in future months and years.

(Prices subject to VAT and individual quotation)