



INFLUENCE AT WORK



Key Note Talks

45-90 minutes

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.

In their keynote talks, authors Steve Martin and Robert Cialdini show how the Six Universal Principles of Persuasion 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 lessons and insights from our talks are relevant to everyone and applicable in all areas of business life including sales and marketing, negotiation and leadership, public communications and organisational change. Our keynote talks has been delivered to audiences all over the world from the largest corporations to public sector and not-for-profit organisations.

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 our talks are a great choice.

The 45-90 minute talk will be adapted to suit your specific timing requirements and customised to align to your individual conference themes and messages.

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