

The INFLUENCE AT WORK UK

# Principles of Persuasion Workshop™

The **Principles of Persuasion Workshop™** is our flagship two day programme designed to help you and your organisation become more effective at ethically influencing others. It is **INFLUENCE AT WORK'S** most popular workshop.



During the workshop you will learn about Dr Robert Cialdini's six universal Principles of Persuasion and importantly become skilled at applying them so that you increase your influence and persuasion over others in an honest and ethical way.

Each **Principles of Persuasion Workshop™** is customised to meet your individual requirements and influence challenges.

We will work with you to develop exercises that specifically meet your organisation's aims and objectives. As a result you can be assured that the workshop will be both valuable and meaningful. The overwhelming majority of individuals and teams that attend the **Principles of Persuasion Workshop™** leave with tangible and specific action plans which they can put into practice and measure straightaway.

The **Principles of Persuasion Workshop™** is suitable for all types of organisations and comes with a range of optional activities and programmes to maximize impact, including influence profiling tools, online refreshers, podcasts, books and a full e-learning programme.

Call Sarah Tobitt on 0870 787 4747

"A great success! You did an excellent job wrapping the Principles to our 'Teva' world. Our sales representatives left not only with new information, but ways to apply it immediately. Given your reputation I already had very high expectations, however you delivered much more"

*Charles Gurera, Technical Training Manager, Teva Neuroscience*

"The presentations were lively and informative, the one on one consultation with individuals was insightful and directive, and the commitment to our plan was considerable."

*Jan McKenzie, The Weather Channel*