



*Presents the*

## **Principles of Persuasion (POP) Workshop**

(based on scientific research of Dr. Robert Cialdini, author, *Influence: Science & Practice*)



**Boost The Amount of Times You Hear “Yes” To Your Requests**



Just what are the factors that cause one person to say yes to another person? Find out which psychological principles influence the tendency to comply with a request.

It's a well-kept secret that an entire science is devoted to how people are persuaded. There is a science that has discovered how to increase your likelihood of hearing “yes,” sometimes as much as 300% or 400%, by merely adding a word or phrase, or changing the sequence of your request.

The success of leaders, executives, managers, and salespeople is measured by their ability to accomplish goals. Those goals are met, more often than not, by reasoning, persuading and inspiring others to share a vision and pursue a common purpose. We live in a world where those who are the persuasive are the most prosperous. How successful you are in your professional and personal life depends on your ability to influence others.

Those who wish to create and sustain positive change in others need to understand how the influence process works. A vast body of scientific evidence now exists on how, when, and why people say “yes.” There's been an average seven to nine year time-lag between the time that findings are discovered in the behavioral sciences, and the time they begin to be implemented by professionals who need the information.

Now, Kairos Performance Learning is pleased to offer you and your employees the Principles of Persuasion (POP) workshop. Developed by leading researchers in the behavioral sciences, it is the first program that bridges this time lag, helping you implement the latest research to your advantage.

Unlike most consulting and training firms, Influence At Work was founded by behavioral science researchers and professors at top universities. Our approach to the influence process is based on the research and methods of the internationally renowned influence expert, Dr. Robert Cialdini, whose seminal research into the six fundamental principles of influence forms the cornerstone of our training program.

## Learn to:

- Enhance productivity.
- Hone the quality of your marketing
- Improve leadership outcomes
- Increase cooperation among your personnel
- Manage client relationships
- Increase sales efficiency Boost the amount of times you hear “YES!” to your requests.
- Enhance productivity.
- Hone the quality of your marketing
- Improve leadership outcomes
- Increase cooperation among your personnel
- Manage client relationships
- Increase sales efficiency

## **POP WORKSHOP OVERVIEW**

The only course on the ethical application of influence actually endorsed by Dr. Cialdini, Regents Professor of Psychology and Marketing at Arizona State University and New York Times Bestselling Business Author, the Principles of Persuasion (POP) Workshop is an inspiring, innovative and invaluable session for anyone seeking to improve effectiveness and productivity.

Based on his pioneering book, *Influence: Science and Practice*, the two-day workshop demonstrates how to ethically apply Dr. Cialdini's six principles to produce lasting change and avoid common influence traps. It teaches strategies on how to create and maintain trusted relationships, how to avoid bungling away critical "moments of power" and interactively shows how small, strategic changes can yield lasting results.

## **WHO SHOULD ATTEND**

Managers, Sales & Marketing Professionals, HR Practitioners, Business Owners and Advertisers.

## WORKSHOP OBJECTIVES

Recognize and construct elusive “moments of influence” during which people are particularly receptive to your requests.

Understand and practice how to effectively employ the six fundamentals, powerful, and universal principles of influence that have been uncovered by contemporary psychological research.

Distinguish between ethical and unethical uses of influence to build long-term, mutually beneficial relationships.

Understand how to use the principles of influence during interactions with co-workers who are above, below, and lateral to you in the organizational hierarchy.

Make behavior more predictable. Practice new persuasive skills in simulations that reflect common influence situations.

Learn how to recognize and manage influence attempts directed at you.

Apply your influence knowledge to the particular problems that you face each day.

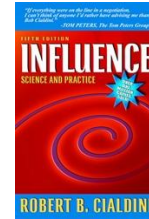
Give your staff a common language.

Dr.Cialdini's clients include such organizations as Advanta, IBM, Washington Mutual Group of Funds, Coca Cola, KPMG, AstraZeneca, Ericsson, Kodak, Merrill Lynch, Nationwide Insurance, Pfizer, Northern Trust, Prudential, The Mayo Clinic, Glaxo Wellcome, Harvard University - Kennedy School, The Weather Channel, the United States Department of Justice, and NATO.

## Workshop Participant Materials

Each participant will receive the following materials:

1. Principles of Persuasion Workbook
2. Influence: Science and Practice
3. Principles of Ethical Influence Pocket Guide



The book, Influence has been listed on the New York Times Business Best Seller List for over 16 weeks.

## CLIENTS

### WORKSHOP LEADER

CK Khoo is an experienced Facilitator who has conducted training in Asia Pacific and the Middle East. He has been personally trained by Dr. Cialdini in the USA to conduct this unique skill-building interactive POP workshop.

What Dr. Cialdini says of CK Khoo: “Watching CK Khoo perform as a presenter and trainer is a genuine pleasure. He knows his material well, and he knows how to present it beautifully. I am very glad to have him as my partner.”

For IN-HOUSE WORKSHOPS, will you please contact at [ckkhoo@kairospl.com](mailto:ckkhoo@kairospl.com) or 012-4019398?

