



Principles of Persuasion

Australia's only
accredited
Cialdini Method
Certified Trainer

HARD SCIENCE FOR HUMAN SKILLS

The 2 Day Principles of Persuasion (POP) Workshop based on Dr. Robert Cialdini's groundbreaking book *Influence: Science & Practice* and is the only course on the ethical applications of the Science of Influence endorsed by Dr. Cialdini.

The two-day workshop goes beyond the book and 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.

The science surrounding the way in which people are persuaded is a well-kept secret and one that has not previously been available in Australasia. Originally thought to be an art, Dr Cialdini has uncovered the science and the proven ways to increase the likelihood of hearing "yes," sometimes as much as 100% or more.

This increase can be achieved by merely adding a word or phrase, or changing the sequence of the request. Those who are serious about creating and sustaining positive change in others can benefit from the vast body of scientific evidence that now exists on how, when, and why people say "yes." This course translates Dr Cialdini's scientific findings into practical tools that can be used across every aspect of life.

The core Program content includes how to:

- Use ethical influence to change behaviour in others.
- Create and enhance long-term, mutually beneficial relationships.
- Recognise 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.
- Access as yet unpublished information including amplifiers and activators for the universal six principle of influence.
- Distinguish between ethical and unethical uses of influence.
- Influence co-workers who are above, below, and lateral to you.
- Make other's behaviour more predictable.
- Use persuasive skills in simulations that reflect common influence situations.
- Recognize and manage influence attempts directed at you.
- Apply your influence knowledge to the particular problems that you face every day.
- Provide a common language that your staff can effectively use.

Who should attend?

Anyone who is required to engage with others to ethically gain agreement in any variety of circumstances.

Practitioners who want to learn new techniques for persuading others and increase the chance that others will say "yes" to their requests.

Latest public course schedules, dates, prices and locations are posted at www.newintelligence.com.au

Private group courses are also available at fixed group rates.



New Intelligence is the only Australian Certified Trainer accredited by Dr Robert Cialdini to deliver his world renowned six Principles of Persuasion (Reciprocity, Liking, Authority, Consensus, Commitment, and Scarcity) in a 2 day workshop format – and Australia's only provider of Human Skills Training.

Principles of Persuasion

Below are some testimonials provided from Principles of Persuasion (POP) workshop participants across a variety of fields and from a variety of countries where the workshop is run:

"Non-arguable influence principles even for the most experienced manager. If you lead organizations, not knowing this material will cost you." *ROI Dynamics*

"This POP Workshop is a valuable investment in time, money and effort. It will certainly assist with reaching financial, personal, and business goals. It's a very powerful and sensible approach to achieving future superior results." *Motorola*

"What a great two days. Having read Dr. Cialdini's book a few years earlier I thought I was using the principles well. Participating in the workshop showed me subtle (yet very powerful) ways to put the principles into action in different ways to create amazing results in our marketing. We've already seen an increase in results and we're enjoying implementing our Action Plan. The instruction was informative, but the interaction and input from other business people attending made the experience even richer." *Rich Dads Seminars*

"I came to a stark realization in a POP workshop a few weeks ago. I realized that no matter how long we may have been doing the jobs we have and how old or young we may be, we can still learn and refresh our approaches on how we relate to our customers. The thing that struck me the most was the number of opportunities we have to influence others. Without your class, I would have never known that I personally have squandered many chances to influence people to my advantage." *Holt Caterpillar*

REGISTRATION FORM

Name

Organisation

Phone

Email

Address

Mobility or dietary requirements? Please Specify. Yes

Course Details

Course Date:

Course Location:

Course Price (including GST):

Cancellation Policy can be found in the Terms of Service at www.newintelligence.com.au

Payment Method

This notice will be treated as your official TAX INVOICE upon Intelligence Pty Ltd (ABN 53 117 410 670) trading as New intelligence receiving payment for your attendance at this event.

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Account: 344 782 Detail: your name

*AMEX & DINERS CLUB payments attract a 3% service fee

For further information or to register contact New Intelligence

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