HiCue speakers
Higher Content & Inspiration



ROBERT CIALDINI

World Expert in Persuasion, Compliance and Negotiation

- Dr. Cialdini is the most cited living social psychologist in the world today.
- Influence has sold over 3 million copies, has been published in over 30 languages.
- Has spent his entire career researching the science of influence.
- CEO of INFLUENCE AT WORK; focusing on ethical influence training.
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- Regents' Professor Emeritus of Psychology and Marketing at Arizona State Univer-sity.

Dr. Robert Cialdini has spent his entire career researching the science of influence earning

him an international reputation as an expert in the fields of persuasion, compliance, and negotiation.

His books including, Influence: Science & Practice, are the result of decades of peer-reviewed research on why people comply with requests. Influence has sold over 3 million copies, is a New York Times Bestseller and has been published in over 30 languages.

Because of the world-wide recognition of Dr. Cialdini's cutting edge scientific research and his ethical business and policy applications, he is frequently regarded as the "Godfather of influence."

Dr. Cialdini received his Ph.D from the University of North Carolina and post doctoral training from Columbia University. He has held Visiting Scholar Appointments at Ohio State University, the University of California, the Annenberg School of Communications, and the Graduate School of Business of Stanford University. Currently, Dr Cialdini is Regents' Professor Emeritus of Psychology and Marketing at Arizona State University.

Dr. Cialdini is CEO and President of INFLUENCE AT WORK; focusing on ethical influence training, corporate keynote programs, and the CMCT (Cialdini Method Certified Trainer) program.

Dr. Cialdini's clients include such organizations as Google, Microsoft, Cisco Systems, Bayer, Coca Cola, KPMG, AstraZeneca, Ericsson, Kodak, Merrill Lynch, Nationwide Insurance, Pfizer, AAA, Northern Trust, IBM, Prudential, The Mayo Clinic, GlaxoSmithKline, Harvard University – Kennedy School, The Weather Channel, the United States Department of Justice, and NATO.

TEMAS

- Psychology
- Influence and Persuasion
- Marketing and Sales

- Leadership

PROGRAMAS

Influence: the ultimate power tool

What does scientific research tell us about the persuasive approaches that make people most likely to say yes to requests? How can we use this research ethically and effectively? Dr. Robert Cialdini, author of the ground-breaking book, Influence, is your guide, translating the scientific research into practical business applications. His widely acclaimed studies are highly instructive to those who want to be more influential. Weaving compelling stories with evidence-based statistics makes this program memorable and immediately applicable. Here, Dr. Cialdini identifies and explains the universal principles of persuasion that move others toward yes.

Influence during times of uncertainty

In today's uncertain environment, the need for simultaneously effective and ethical influence is necessary, pertinent, and now more vital than ever to our success. During this profound presentation, Dr. Robert Cialdini briefly reviews his research-based universal principles of influence, but focuses on those that are most effective during conditions of uncertainty and that leaders can employ to bring about positive and lasting change among individuals located both inside and outside their organizations. Dr. Robert Cialdini is your guide in translating highly relevant but poorly-understood scientific research into practical business applications.

Leadership through the power of persuasion

It is through the influence process that we lead, generate, and manage change. It can be employed to foster growth and to move people away from negative choices and in more

positive directions, thereby creating the conditions for new opportunities. Or, it can be used clumsily, reducing the chance for genuine movement and, in the worst of cases, boomeranging into conflict and resentment. Fortunately, a vast body of scientific evidence now exists on how, when, and why people say yes to influence attempts. Dr. Robert Cialdini extracts from this formidable body of work the universal principles of influence - those that are so powerful that they generate desirable change in the widest range of circumstances.

Other programs and presentations by Dr. Cialdini

- The power of "We"
- Building Trust Through Influence
- Yes! - Proven Ways for Managers to Become More Persuasive
- Yes! - Proven Ways for Marketers to Become More Persuasive
- Yes! - Proven Ways for Salespeople to Become More Persuasive