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Dr. Robert Cialdini's Profile

Travels from Tempe, AZ, USA



Robert B. Cialdini PhD

Harvard Business Review lists Dr. Cialdini's research in **Breakthrough Ideas for Today's Business Agenda.**

Extensive scholarly training in the psychology of influence, together with over 30 years of research into the subject, has earned Dr. Cialdini an international reputation as an expert in the fields of persuasion, compliance, and negotiation.

His books including, **Influence: Science & Practice** and **Influence: The Psychology of Persuasion** are the results of more than 30 years of study into the reasons why people comply with requests in business settings. Worldwide, *Influence* has sold over 3 million copies and has been published in thirty languages. Additionally, *USA Today* lists **Influence** in their 12 Best Business Books of All Time.

Dr. Cialdini's most recent co-authored book is **The Small BIG, small changes that spark big influence** has been met with rave reviews. His co-authored book, **Yes! 50 Scientifically Proven Ways to be Persuasive**, has been on the *New York Times*, *USA Today* & *Wall Street Journal* Best Seller Lists.

In the field of influence and persuasion, Dr. Cialdini is the most cited living social psychologist in the world today.

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's clients include such organizations as Google, Twitter, IBM, Coca Cola, KPMG, AstraZeneca, Ericsson, Merrill Lynch, Nationwide Insurance, Pfizer, Northern Trust, Prudential, The Mayo Clinic, GlaxoSmithKline, Harvard University – Kennedy School, The Weather Channel, OPOWER, and the United States Department of Justice.

For Further Information or to Book
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Specialties: Influence, Sales, Marketing, Management, Leadership, Negotiation, Communication.

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TOPICS INCLUDE:

INFLUENCE: THE ULTIMATE POWER TOOL (Suggested length 90+minutes)

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 six universal principles of persuasion that move others toward yes. Participants receive answers to such questions as:

What can we do to shorten the time required to develop and deepen relationships with our prospects, customers, and co-workers? How can we effectively establish our authority and trustworthiness with those we meet for the first time? After we have given, what words can we use to increase dramatically the likelihood that we will receive in return? When others are sitting "on the fence", which principles of persuasion are most likely to spur them to act? And, which is the most underused, yet effective, principle of persuasion? In this program, Dr. Cialdini answers all these questions and more.

Used correctly and ethically, these scientifically-tested principles produce lasting relationships and strong, long-term change. When the science is available, why use anything else?

Please call for fees

Testimonial:

"The man had me riveted to my seat and could have held me that way for hours. Not only is his message an important one, but his delivery is also nothing short of superb."

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