



Robert Cialdini, a thought leader in the fields of influence and persuasion, has spent his career publishing scientific research on what causes people to say “Yes” to requests. The results of his research, his ensuing articles, and his New York Times bestselling books have led to his election to the National Academy of Sciences and the American Academy of Arts and Science. His 7 Principles of Persuasion have become a cornerstone for any organization serious about increasing its influence significantly while doing so ethically. As a keynote speaker, Dr. Cialdini is renowned for his ability to translate the science of influence through valuable and indelible stories that lend themselves to long-term business applications. His books, including his New York Times Bestselling *Influence* and *Pre-Suasion*, have sold more than seven million copies in 44 languages. As a result, he is frequently regarded as “The Godfather of Influence”.

Testimonials

“Because this was a rather long program, we expected only 90% of the people to return after the break, but after the break we had 104% show up. Thank you Dr. Cialdini.”

- Association of Governmental Risk Pools.

“Over 350 managers could not get enough of Dr. Cialdini’s highly interesting lectures. After his last talk, he received a standing ovation, which is very rare in Holland. It was a sign of deep appreciation for his contribution to the success of the day.”

- Denk Producties.

Dr. Robert Cialdini

Speech Topics

- Virtual Keynotes
- Sales
- Negotiating
- Marketing
- Management
- Leadership

