



INFLUENCE AT WORK



Workshop

## The Science of Yes Workshop

½ or 1 day programme

The Science of Yes Workshop will make you a more influential and persuasive communicator. It will explore what the scientific research into the psychology of persuasion tells us about what causes people to change, to act, and to say “Yes” to all types of requests, particularly those that occur in our work settings.

During this workshop you will learn about, and get involved in applying the six fundamental Principles of Persuasion that are universally effective in causing people to say “Yes” to your requests. The Science of Yes Workshop will present insights and influence applications from the international bestselling book *Yes! 60 Secrets From The Science Of Persuasion*. *Yes!* is a worldwide bestseller appearing on the New York Times, Wall Street Journal and Business Week Bestseller lists. To date the book has been translated into 27 languages.

In the first part of the workshop you will be offered insights and practical suggestions about how you can become much more effective at influencing and persuading others simply by making small changes to your approaches.

In addition to understanding the scientific insights into what causes people to change, to act and to say “Yes” to all types of requests, you will also focus on the practical application of the principles of influence.

Time will be spent applying the Principles of Persuasion to a series of specific challenges so that you leave with practical and applicable actions tailored and relevant to you and your business.

As a result you will not only gain new insights into the influence process, but also be left with practical, action orientated plans and strategies that can be immediately employed to persuade people more effectively, build powerful networks, lead without hierarchical authority, communicate in a confident and compelling manner whilst building enhanced relationships and trust.

### The main outcomes from this workshop will be a clear understanding of:

- The six universal Principles of Persuasion that, when employed ethically, will result in more people saying “Yes” to you more of the time
- Elusive ‘Moments of Power’ – situations in human interaction when people are most likely to be persuaded by your requests
- Ethical and unethical uses of the Principles of Persuasion so that you build long-term, mutually rewarding relationships with colleagues, customers and clients
- The common framework and language to use when applying the Principles of Persuasion to several common influence situations that you face.

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