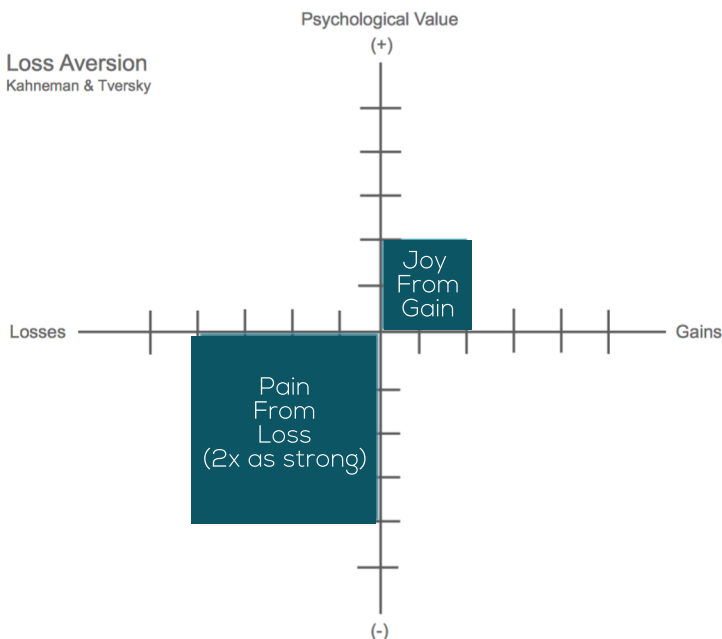


HOW TO HAVE MORE INFLUENCE (WITHOUT FEELING FAKE OR PUSHY)



EMPIRICAL RESEARCH

Nobel prize-winning behavioral economists bring perspective from neuroscience. Their data shows why pain and gain create different impact on influence.



60-MINUTE VIRTUAL TRAINING

WHAT'S IT ABOUT?

Have you ever wondered why people keep reverting back to the same old thing, even though the new way is better? Or have you ever made a business case for critical resources – and it just sat on someone's desk for weeks?

Or have you experienced a colleague who is chronically late at getting you what he or she promised?

In most of these cases, your "competitor" in the attention game (or budget or change acceptance or whatever-you're-looking-for-game) is not who you think it is. There are a few traps that happen commonly with influence – typical approaches that lead to less-than-optimal results. By exposing these undervalued factors, you can take immediate action and apply these new techniques to your communication at work.

**IT IS ABSOLUTELY POSSIBLE
TO GET BUY IN AND
INITIATE CHANGE URGENTLY
WITHOUT BEING
MANIPULATIVE**

GET YOUR IDEAS UN-STUCK

Attend this session and learn to stop "pushing rope" to get people to adopt your ideas. You'll see how to use context to create urgency. You'll practice a new way of messaging for action, and battling the momentum that keeps people stuck in their status quo.

