



# The Power of Persuasion Science of Influence

## WHO SHOULD ATTEND

Anyone who wishes to have the ability to effectively and ethically influence others to accomplish a task, or move in a direction they wish for them to do. Whether it be a task, a change in behavior, making a decision, or adopting an idea. The Power of Influence will give you the knowledge and skills needed to do so.



## HOW YOU WILL BENEFIT

- Explore the psychology behind persuasion
- Understand the psychological/subconscious triggers that influence a person's decision-making process, behaviors and reactions
- Words have meaning. How and when you use them can have a significant influence on your success influencing.
- How best to prepare to influence using the Pre-Persuasion Checklist
- Know why people resist being "sold"
- It's not the "Art & Science" of being right. It's the "Art & Science" of getting what you want

### Special Pricing for Philadelphia Events

**Early Bird Rate: \$125.00 before September 10, 2019**

Make your reservation to get a special package pricing\* as well as individual seats.

Rates as low as \$112.50 per seat per day.

Go to [www.lidiworld.eventbrite.com](http://www.lidiworld.eventbrite.com)

to reserve on-line

Or call 1-888-474-8534 or e-mail to [solutions@lidiworld.com](mailto:solutions@lidiworld.com)

Ever had trouble persuading someone to do something, even if it was in their best interest? Sometimes people don't seem to want to budge, but thankfully having the power to persuade and influence others in a positive, ethical, non-confrontational manner is a priceless skill. "**The Power of Persuasion, Science of Influence**", will provide the skills and knowledge needed to influence others when you're at the "pivot point" between influence and directing by applying scientifically confirmed methods.

You'll master simple, yet incredibly effective, techniques for getting others "do what you want them to do". Packed with practical how-to's, real-life techniques and step-by-step strategies, this program offers invaluable methods for persuading, negotiating and gaining favor with clients, colleagues, friends and family. Whether you're asking for a raise, closing a critical deal, or selling colleagues on a proposal you'll be amazed by your newfound persuasive power.

## WHAT YOU WILL TAKE AWAY

- Two undeniable truths of persuasion
- Three success factors when influencing others
- A Pre-Persuasion Checklist to determine the appropriate method of persuasion for a given situation
- What to do before, during and after every time you intend to persuade
- Seven scientific psychological principles of persuasion
- The triggers of persuasion which seem to reside in the reptilian brain

**When:** October 10, 2019 9:00am-4:00pm  
Doors open at 8:30am for sign-in and registration.

**Where:** Federal Building, 600 Arch St Rm 7A  
Philadelphia, PA 19106

\*The package will include 6 tickets to use as you like. Attend all events Or, Mix and Match attendees with the 4 remaining training days. If you need more than 6 tickets but less than multiples of 6 (12, 18, 24, etc.) individual tickets can be purchased for any scheduled events.

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Southampton, Massachusetts

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