

Brian Ahearn, CMCT®

Keynote • Coach • Trainer • Consultant

"You hit it out of the park! The last time I've seen such high marks was when we had Colin Powell as our keynote a few years ago!"

*Jack Hackbarth, President & CEO
Assurex Global*



Brian is the Chief Influence Officer at **Influence People**. A dynamic international speaker, coach and consultant, Brian specializes in applying the science of influence and persuasion in everyday situations. **He is one of only 20 individuals in the world who currently holds the Cialdini Method Certified Trainer® designation.** This specialization in the psychology of persuasion was earned directly from Robert B. Cialdini, PhD – the most cited living social psychologist in the world on the science of ethical persuasion.

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- **Persuasive Selling**
**Over 150,000 views*
- **Persuasive Coaching**
**Brand New!*
- **Building a Coaching Culture**
**Coming in 2019*

Keynotes •

Psychology of Persuasion: Using the Science of Influence to Ensure Professional Success

Aristotle said persuasion was the art of getting someone to do something they wouldn't ordinarily do if you didn't ask. With so much on the line, it's critical that you and your organization understand how to ethically persuade others.

You will be introduced to the principles of ethical influence, learn what decades of research has to say, and you'll walk away with tangible ideas on how to apply the science in ways that will enhance your professional success and personal happiness.

Pre-suasion: Setting the Stage for Successful Influence and Persuasion

Sometimes what you do to 'set the stage' can make all the difference when it comes to moving people to action. You'll be amazed at how a simple question, change in environment or other factors can impact mindsets and subsequent behavior.

Based on Robert Cialdini's New York Times best-seller, *Pre-suasion*, you'll learn what it means to pre-suade and how to ethically incorporate pre-suasion into everyday situations.

Workshops •

Principles of Persuasion

Would your life be a little easier if more people said 'Yes' to you? This interactive two-day workshop will help you understand the difference between ethical persuasion and manipulation. You'll learn the four-step influence process; get in-depth training on each of the principles of ethical influence; see how you can apply the principles in personal and professional situations and be introduced to the Core Motives model.

Moment Maker

This one-day workshop will introduce you to the principles of ethical influence, teach you what it means to pre-suade, and show you how to implement pre-suasion through the T.I.M.E. approach. In addition, you'll leave with an action plan to put your new knowledge to immediate use!

Persuasive Selling

If you're in sales, this course is for you! This half-day training session builds on the principles of persuasion workshop as you explore the eight steps in the sales process and learn which principles of influence are most effective at each point of the sale. By the end of the workshop you'll have an action plan to put what you learn into practice right away.

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