



M O M E N T M A K E R

A REVOLUTIONARY WAY TO INFLUENCE AND PERSUADE

The Moment Maker Programme

1 day programme

Robert Cialdini's Six Universal Principles of Persuasion showed the most effective ways to craft a message in order to successfully influence an audience. But is there a way to make people more receptive to your message or appeal *before* they even encounter it?

That sounds like magic. But it's not. It's an established science. We call it Pre-Suasion. This revolutionary workshop will teach you that science and how to apply it.

Why do you need Pre-Suasion? Because persuaders too often focus solely on the content of their message in the *moment* it is received and lose out on a potent but under utilised form of influence that happens in the *moment before*.

What images on your website can Pre-suade potential customers to pick more premium options?

What questions can change the mind-set of consumers such that they become more willing to trial your products?

The answers to these questions and their implication to your success as a persuader are crucial to understanding and applying the process of Pre-Suasion. We've organised these insights into a simple, actionable framework so that you can quickly apply them. And because becoming a Moment Maker is all about timing, we've named it the T.I.M.E. Pre-Suasion System.

These steps are game-changing new additions to the persuaders toolkit. Together, the T.I.M.E. Pre-Suasion System and Cialdini's Six Universal Principles of Persuasion form the 'One-Two' of successful influence.

First you Pre-Suade. Then you Persuade.

This workshop is a world-first and the only learning you will find based on renowned social psychologist Dr Robert Cialdini's New York Times Bestseller, Pre-Suasion.

In just one-day you will learn how to:

- **T**ARGET mindsets that will increase the chances that your audience will be receptive to your message
- **I**DENTIFY the cues that can 'trigger' favourable reactions to these mindsets
- **M**OVE these triggers to the optimal moment before you deliver your message
- **E**XTEND the impact of pre-suasive moments to encourage long-term change

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