

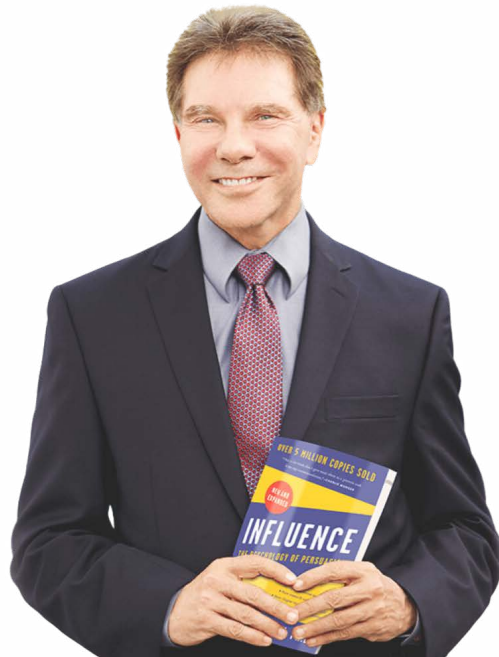
Ethical Persuasion

The Ultimate Business Skill



Program Guide

License the **world's #1 program** to train professionals across companies and teams



*“Thank you for considering
our Licensed Trainer program.
My team and I are fully committed
to providing you with everything
you need to succeed.”*

Dr. Robert Cialdini
Founder and New York Times bestselling author
of ‘Influence’ and ‘Pre-Suasion’



Join the Elite of Influence

In this Program Guide, you'll discover why leading companies around the globe trust us to elevate their results through **science-based, ethical persuasion**.





Executive Overview

In this Program Guide, you'll find that for a company with 100 employees, annual spending on persuasion can already reach **\$3,368,000**—usually without many companies realizing it. When you consider this, investing \$19,500 to fully leverage this competence is a **straightforward strategic choice**, leading to performance improvements across business areas.





We warmly invite you to join the Cialdini Institute Licensed Trainer program. Together, we'll ensure that science-based ethical persuasion is firmly embedded in your organization as a cornerstone competency, addressing needs and opportunities across the board.

This Executive Overview delivers 8 concise and impactful insights, straight to the point. However, joining is an important decision, so we've taken great care to provide the complete story in the rest of this guide, starting on page 19.



gets
you
there





1. Which Organizations This Program Is Designed For

- Your organization or department operates within a **highly competitive**, pressure-filled, information-overloaded environment. People rarely have the time or ability to appreciate ideas, offers, and proposals, say YES to them, and act on them—no matter how valuable those opportunities are.
- Your business leaders know where they want to go but struggle to guide others—clients, colleagues, prospects— in the desired direction and secure the YESes they need to succeed. This doesn't just sap their energy; it **slows them down** and prevents them from reaching their goals.
- As a result, **significant untapped potential** is left on the table, and the organization—or parts of it—risks losing its efficiency, productivity, and profitability, along with its competitive edge.





2. What Results This Program Will Deliver

- You'll equip your staff with top-level ethical persuasion skills, providing them with a systematic, science-based approach to **ethically securing a YES** more often. This will enhance the efficiency and effectiveness of both internal and external communication.
- You'll embed ethical persuasion as a **cornerstone competence** across your organization, building a culture of persuasive success that consistently gives staff the vital edge they need to excel across business areas.
- As a result, you'll see **individual** performance consistently fueling **operational** results, which in turn drive **strategic** success.





3. Why Ethical Persuasion Is Regarded as the Ultimate Business Skill

- Non-sales professionals spend as much as **41% of their time** persuading and influencing others.¹ For top managers, it's a resounding 80%. And that's not even counting your sales professionals.
- If staff hasn't received proper training to understand human behavior, decision-making, and how to guide others in the right direction to achieve their goals, your organization likely faces the **Persuasion Gap**. This gap between business potential on one side and the necessary persuasive skills on the other leaves vast amounts of untapped potential on the table.
- This program is designed to help you integrate ethical persuasion as a cornerstone competence, bridging the Persuasion Gap and boosting results in **leadership, sales, marketing, communication, procurement, and HR**. Relevant across business areas, ethical persuasion is the Ultimate Business Skill—recognized by Forbes, LinkedIn, the World Economic Forum, and Harvard Business Review as a top skill to master in today's business landscape.

Read about the Persuasion Gap in [Chapter 1](#).



1. Pink, D. (2012). *To sell is human: The surprising truth about moving others*. New York: Riverhead Books.





4. How We'll Help You Efficiently Integrate Ethical Persuasion

- You'll be trained to deliver the world's #1 Learning and Development program on **ethical persuasion**, founded on Dr. Cialdini's globally recognized Principles of Persuasion.
- From week 2(!), you'll deliver the following:

- **1-hour keynotes and 2-hour workshops** to engage and activate your audience
- **Half-day and full-day application workshops** to achieve targeted results for concrete business challenges
- **Dr. Cialdini's flagship video course** to facilitate quick and efficient scaling

- This approach helps you quickly build a **culture of persuasive success**, boosting individual performance, operational results, and strategic success.

Read more about what you'll deliver in [Chapter 2](#).





5. How You'll Succeed Alongside Like-Minded Professionals

- You'll get access to the Cialdini Institute platform, featuring top-notch learning facilities and a **vibrant community** for Licensed Trainers.
- This collaborative space enables you to **connect, engage, and succeed** alongside your classmates, taking your Learning and Development to the next level.
- Even after your training, you'll remain part of this community—sharing insights, exchanging best practices, and teaming up on projects with **like-minded professionals**.

Read how your Community will help you succeed in [Chapter 3](#).





6. What World-Class Materials You'll Have at Your Fingertips

- You'll excel with the Cialdini Institute's ready-made keynote, workshops, and courses on **'Ethical Persuasion: The Ultimate Business Skill.'**
- You'll boost your persuasion movement with **premium resources** designed to spark interest, deliver quick results, and scale up effectively.
- You'll be able to share **high-value content** from Dr. Cialdini, both internally and on social media, to broaden your reach, spark interest, and strengthen your authority.

Read how you'll excel with these resources in [Chapter 4](#).





7. What Your Return on Investment Will Be

- For an organization with 100 employees—20 of them in sales—the annual investment in persuasion through salaries alone is already **\$3,368,000**. That’s why investing in this program is a straightforward strategic choice.
- While ROI varies by company and case, the **results on page 69** are well within your reach.
- Alongside tangible outcomes like increased sales, improved marketing, and enhanced procurement, you’ll also see intangible benefits such as **stronger communication**, better cooperation, and smarter decision-making throughout the organization.

Read about the example calculation and explore more results in [Chapter 5](#).





8. Some Results You Could Be Achieving

Leadership

- Skillfully guide teams to overcome silent resistance
- Resolve conflicts to protect team morale and productivity
- Communicate clearly to keep projects moving forward

Sales

- Prevent indecision about your proposals
- Pitch effectively to win based on value, not just price
- Strengthen relationships with clients to prevent losing them to competition

Marketing

- Spark curiosity in prospects to drive engagement
- Increase customer loyalty to avoid losing market share
- Craft persuasive messaging to keep leads moving forward

Communication

- Ensure messages resonate to prevent team misalignment
- Avoid costly misunderstandings in key change processes
- Communicate effectively with stakeholders to keep them aligned

Procurement

- Streamline vendor talks to capture cost savings
- Negotiate smartly to avoid overspending on supplies
- Strengthen supplier relations to prevent delivery delays

HR

- Attract and secure top talent before competitors do
- Foster persuasive dialogue to build a strong company culture
- Address employee concerns effectively to prevent resistance to change





How Your Fellow Trainers Benefit



4.7/5



gets
you
there





Landed Meta

“Within 2 weeks, I landed Meta as a client.”



Leopold Ajami

Leadership Coach and Keynote Speaker
United Arab Emirates



Plug and Play Solutions

“Top level community of Cialdini Trainers, deep insights in the science of Ethical Persuasion, plug and play solutions to launch your career to a new success level! Happy to be part of the Team!”



Tatiana Aleshina

Founder, CEO, and Leadership Trainer
United Kingdom





Finance Professionals

“My first workshops drew over 200 finance professionals.”



Andrei Bob
Sales and Marketing Trainer
Romania



Massive Impact

“You’ve given me confidence and enjoyment in what I do - knowing the massive impact our clients get from what we deliver.”



Belinda Shipp
Marketing Director
United Kingdom





Invited in No Time

“I got invited by the University of Madrid in no time.”



Pilar Bringas

Marketing and Communication Professor and Coach
Spain



All the Practical Tools I Need

“This program provides me with deep insights into persuasion, along with all the practical tools I need to implement it in my business. An invaluable benefit is the peer network that comes with it.”



Marieke Dam

HR and Recruitment Specialist
Netherlands

gets
you
there





Paving a Clear Path to Influence

“The course brings Dr Cialdini’s insights about human decision making to life, in a way that goes beyond an intellectual understanding, paving a clear path to influence.”



Rob Wallace
Managing Director and CMO
Australia



High-Quality Global Training

“The Licensed Trainer program empowers me to deliver high-quality global training.”



Venkataram Arbolu
Chief of Innovation, Advisor, and Coach
India

gets
you
there





**Welcome
to a
Legacy
of Ethical
Persuasion**



I extend a warm invitation to trainers, business leaders, senior executives, and managers who wish to foster ethical persuasion as the ultimate business skill.

Join us in leveraging the **science of ethical persuasion** to not only achieve business success but also contribute to personal happiness, societal well-being, and global improvement.

The Cialdini Institute stands as the world's most trusted educational institute in ethical persuasion—the Home of Influence. Our work is built on the groundbreaking research of our founder, Dr. Robert Cialdini, whose universal **Principles of Persuasion** have shaped the modern understanding of influence and persuasion.

At the heart of our efforts is the belief that ethical persuasion is not merely a business tool but a **fundamental skill** that drives positive change across all sectors—in business and beyond.



*You'll drive
a culture
of persuasive
success*

This Learning and Development program aims to equip you with everything you need to support staff in addressing their business challenges with the power of ethical persuasion. You'll drive a **culture of persuasive success**, where individual performance consistently fuels operational results, which in turn drives strategic success.





We're welcoming professionals who feel a genuine connection with the Home of Influence, who value our pillars— Science, Ethics, Efficiency, and Application—as much as we do, and whom we can trust with the powerful Principles of Persuasion. Together, we'll contribute to a **better, more connected, and more collaborative** world through the power of ethical persuasion.

If, after reading this Program Guide, you feel that you want to join this community of like-minded professionals, **we look forward to welcoming you.**

Warmest regards,

Bas Wouters,
CMCT, CPT, CEC
Co-Founder and CEO

“This is not about learning, this is about developing skills”





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1.

Close the Persuasion Gap



1.1

About the Persuasion Gap— And What’s at Stake for You

Let’s face it...

We’re all in ‘sales’ now.

Sales professionals struggle to close business deals daily.

And the rest goes to lengths to move people and get results all day, every day, to achieve a wide range of business goals:

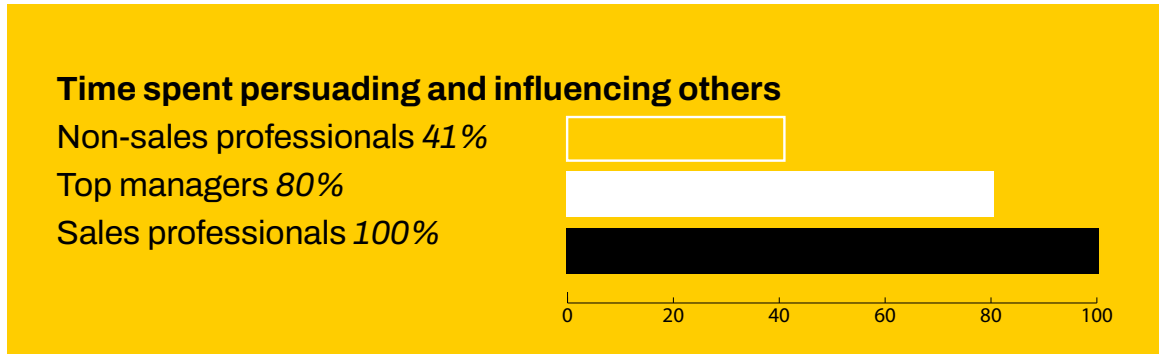
- The CEO to strengthen strategic alignment
- The communications director to craft clear messaging
- The head of HR to come out on top in the war for talent
- The procurement officer to secure favorable supplier deals
- The marketing manager to increase online conversion rates

In every effort, **securing agreement is pivotal to achieving goals**, often requiring a series of YESes to progress toward the final objective.

Once you recognize this, the following research data should hardly be surprising:

- Non-sales professionals spend **41%** of their time persuading and influencing others—that’s 24 minutes per hour.¹
- For top managers, it’s a resounding **80%**—or 48 minutes per hour.
- And that’s not even considering sales professionals, who, of course, dedicate **100%** of their time to securing meetings and getting their offers accepted.

1. Pink, D. (2012). *To sell is human: The surprising truth about moving others*. New York: Riverhead Books.



However...

In this information-overloaded, stimulus-saturated, tech-driven world, people barely have the time and ability to appreciate your idea, offer, or proposal.

No matter how good it is.

No matter how good you are.

People just have too much on their minds to say YES easily and go along...

This raises a critical business question:

Does your staff know enough about human behavior, decision-making, and how to guide others in the right direction to achieve their goals?

- Have they received advanced education in these areas?
- Do they have access to ongoing high-level training?
- Are they provided with proper coaching?





If you can't answer a resounding yes to that, your organization likely suffers from the **Persuasion Gap**. In other words, despite its immense importance, there's a significant gap between *business potential* on one side and the *necessary persuasive skills* on the other. This leaves vast amounts of untapped potential on the table.



The Persuasion Gap

If your organization is eager to harness this vast, untapped potential and avoid missing out on business opportunities, bridging that gap is essential—because **what's at stake is your competitive edge**, especially in a world where securing the YESes you need is getting harder by the day.

That's precisely why authoritative sources repeatedly emphasize persuasive skills as a top competency to master in today's business landscape.

What Business Research Says

Business professionals are almost constantly persuading and influencing others, spanning across business areas, to achieve their goals. So, it's not without reason that business research consistently ranks persuasive communication as one of the top skills to master in today's business landscape.



In their annual 'Most In-Demand Skills' series, LinkedIn ranks Communication ("Connect, motivate, and inspire") as the **top skill for 2024**.¹



'Persuasion' ranks 3rd in the Top 10 of required soft skills in the **top 25% wage bracket**.²



In their 'Future of Jobs' report, the World Economic Forum ranks 'Leadership and social influence' 4th in the Top 10 skill priorities businesses will prioritize in workforce development until **2027**.³



Harvard Business Review observes a similar trend at the top levels: "When companies today search for **top leaders**, especially new CEOs, they prioritize one qualification above all others: strong social skills."⁴

1. Brodnitz, D. (2024, February 8). *The Most In-Demand Skills for 2024*. Online.

2. Wells, R. (2024, February 7). *The top 10 in-demand soft skills to learn in 2024, based on research*. Forbes. Online.

3. Masterson, V. (2023, May 1). *Future of jobs 2023: These are the most in-demand skills now - and beyond*. Online.

4. Fountaine, T., Neher, K., & Stulz, K. (2022, July 21). *The C-suite skills that matter most*. Harvard Business Review. Online.



In today's business world, relying on hunches and guesses to persuade people and achieve your goals proves to be no longer sufficient. Instead, your staff—your organization as a whole—will be **significantly more successful** if they master the fundamentals:

- ✓ Understanding human behavior
- ✓ Comprehending the decision-making process
- ✓ Applying the science of persuasion ethically, efficiently, and effectively

Many of the world's business legends and top CEOs point to one single source for this: Dr. Robert Cialdini.



**Warren
Buffett**
*said it
years
ago...*

What Business Legends Say

Warren Buffett said it years ago.

Guy Kawasaki, Tobias Lütke, and Tim Ferriss confirmed it.

And with Alex Hormozi and Russell Brunson, a new generation of business legends follows in their footsteps...

All of these business legends explicitly attribute a substantial portion of their success to ethical persuasion, **especially when guided by the insights of our founder, Dr. Robert Cialdini.**

Dr. Cialdini wrote his seminal work, 'Influence,' in 1984. Now—40 years later—it's still the #1 business book, according to, among others, a panel of 100 of the world's top CEOs and entrepreneurs in 2022, 2023, and 2024.¹

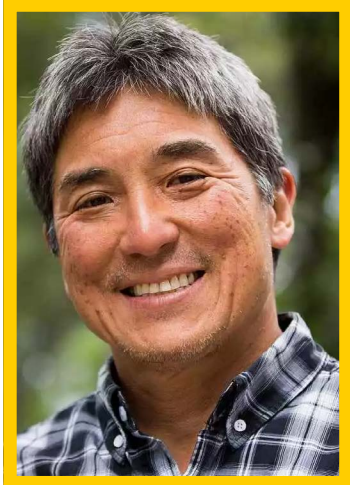
Why?

Because in this information-overloaded, stimulus-saturated, tech-driven world, it's becoming increasingly difficult to do what's crucial for any business: guiding people in the right direction to achieve your goals. Especially since fierce competition is always lurking.

That's why we fundamentally need something more.

We need Dr. Cialdini's seven universal Principles of Persuasion

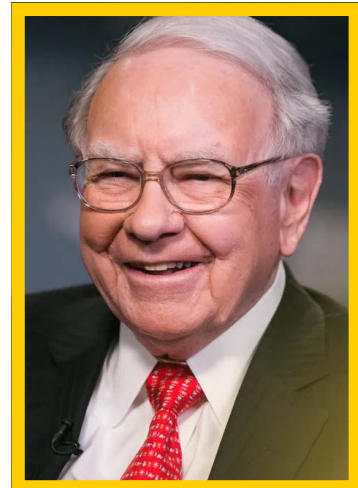
1. Weiss, R. J. (2024, June 2). 10 best business books of all time - voted by 100 top CEOs & founders. *The Ways to Wealth*. <https://www.thewaystowealth.com/make-money/best-business-books/>.



“Cialdini is the ‘Godfather of Influence.’ His book is the guiding light for how I conduct business – and in many ways how I live my life.”

Guy Kawasaki
Silicon Valley Venture Capitalist
Apple, Canva

‘Influence’ is one of the best business books of all time.”



Warren Buffett
CEO
Berkshire Hathaway



“‘Influence’ is a must-read for entrepreneurship, sales, and marketing.”

Alex Hormozi
Entrepreneur
Investor



The Universal Principles of Persuasion



Reciprocity



Liking



Unity



Social Proof



Authority



Scarcity



Commitment
& Consistency



Meet

Dr. Robert Cialdini

1.4

Meet Dr. Robert Cialdini: the ‘Godfather of Influence’

Dr. Cialdini spent his entire career conducting scientific research on what leads people to say **YES** to requests.

A small selection of his accomplishments:

- His seven universal **Principles of Persuasion** have become a corner-stone for any organization serious about effectively increasing its influence.
- His books, including ‘Influence’ and ‘Pre-Suasion,’ have sold more than **10 million copies** in 48 languages.
- He is known globally as the foundational expert in the **science of persuasion** and how to ethically apply it in business.
- He was **elected** to the American Academy of Arts & Sciences and the National Academy of Sciences.
- He has worked with **leading companies** worldwide, including Google, Pfizer, Bayer, Merrill, and Berkshire Hathaway.

Dr. Cialdini is referred to as the ‘Godfather of Influence’ because all others stand on his shoulders. They use his research. They embrace his Small BIGs. He is the originator when it comes to closing the **Persuasion Gap**—a gap so crucial to business and yet so commonly overlooked.

Small
BIGs

*Small changes
delivering
BIG results*

Close the Persuasion Gap

The need for ethical persuasion is enormous, as is its value. However, without properly trained staff, a vast amount of untapped potential remains on the table, waiting to be transformed into concrete results. Let's close this Persuasion Gap.

As a Cialdini Institute Licensed Trainer, you'll be the driving force in closing the gap, unlocking potential, and delivering success throughout your entire organization.

Here's how you'll close the Persuasion Gap for your organization:

1. Master the science of ethical persuasion and its practical application.
2. **Engage and activate staff** with the seven universal Principles of Persuasion through 1-hour keynotes and 2-hour workshops.
3. **Achieve targeted results for concrete business challenges** through half-day and full-day application workshops.
4. **Facilitate quick and efficient scaling** through Dr. Cialdini's flagship on-demand video course.
5. Provide ongoing training, coaching, and guidance to foster a culture of persuasive success.

**The Persuasion
Gap**



This program is designed to help you integrate ethical persuasion as a **cornerstone competence** in your Learning and Development program, giving your company a decisive edge across the board.

This document outlines the opportunity for you to step in as a **Cialdini Institute Licensed Trainer**, driving company results while advancing your career.

Cornerstone Competence

How ethical persuasion integrates into your Learning and Development program, strengthening it across the board.





Three examples from daily practice

You'll be equipped to help staff, for example:

- **Prevent losing market share**
due to ineffective marketing campaigns and sales pitches that miss crucial nuances
- **Stop failing to secure top talent**
due to uninspiring recruitment messaging and poor negotiation strategies
- **Avoid resistance to organizational changes**
due to low team trust and weak employee commitment¹

1. The average number of planned enterprise changes per employee increased from 2 in 2016 to 10 in 2022. Employee support for these changes plummeted from 74% in 2016 to 43% in 2022. 'While more change is coming, the workforce has hit a wall.' - O'Morain, C., & Aykens, P. (2023). Employees are losing patience with change initiatives. Harvard Business Review. Online.

2.

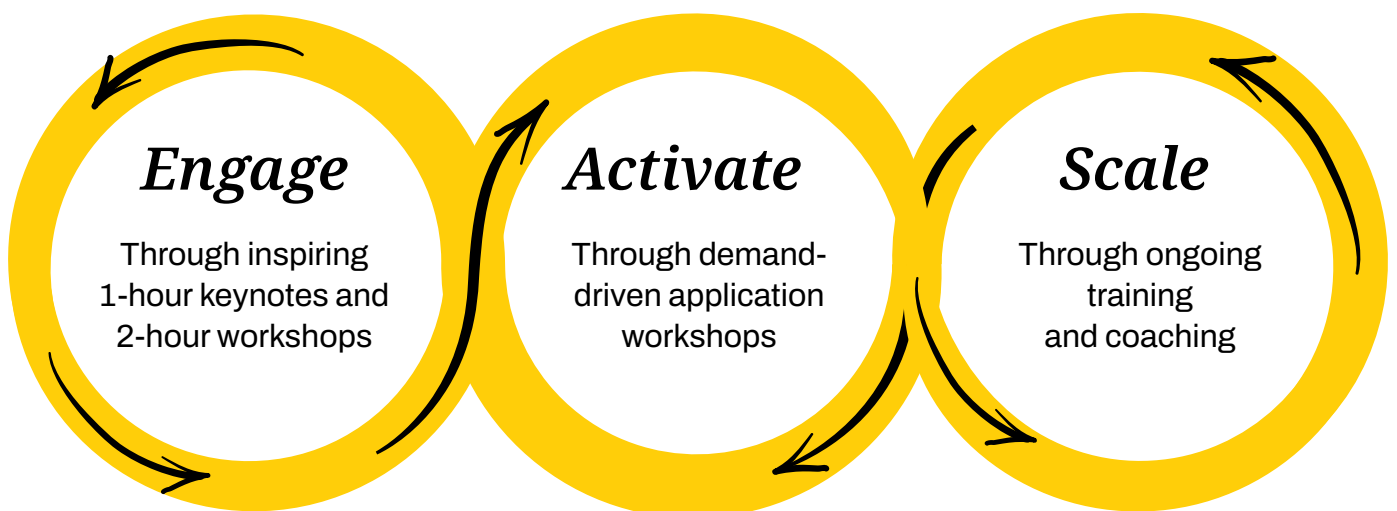
**Become
a Cialdini
Institute
Licensed
Trainer**

Breaking Down Our Three-Step Approach

This comprehensive, year-round program is designed to first engage and activate your organization with ethical persuasion as a top business skill—and then scale for broad implementation and lasting success. This three-step approach ensures you provide your organization with the right guidance at the right time, bringing rapid results and continuously accelerating growth.

Drawing from the science of Learning & Development, the Principles of Persuasion, and over 40 years of experience with **what works best** in daily business practices, we engineered the following approach:

Our Three-Step Approach



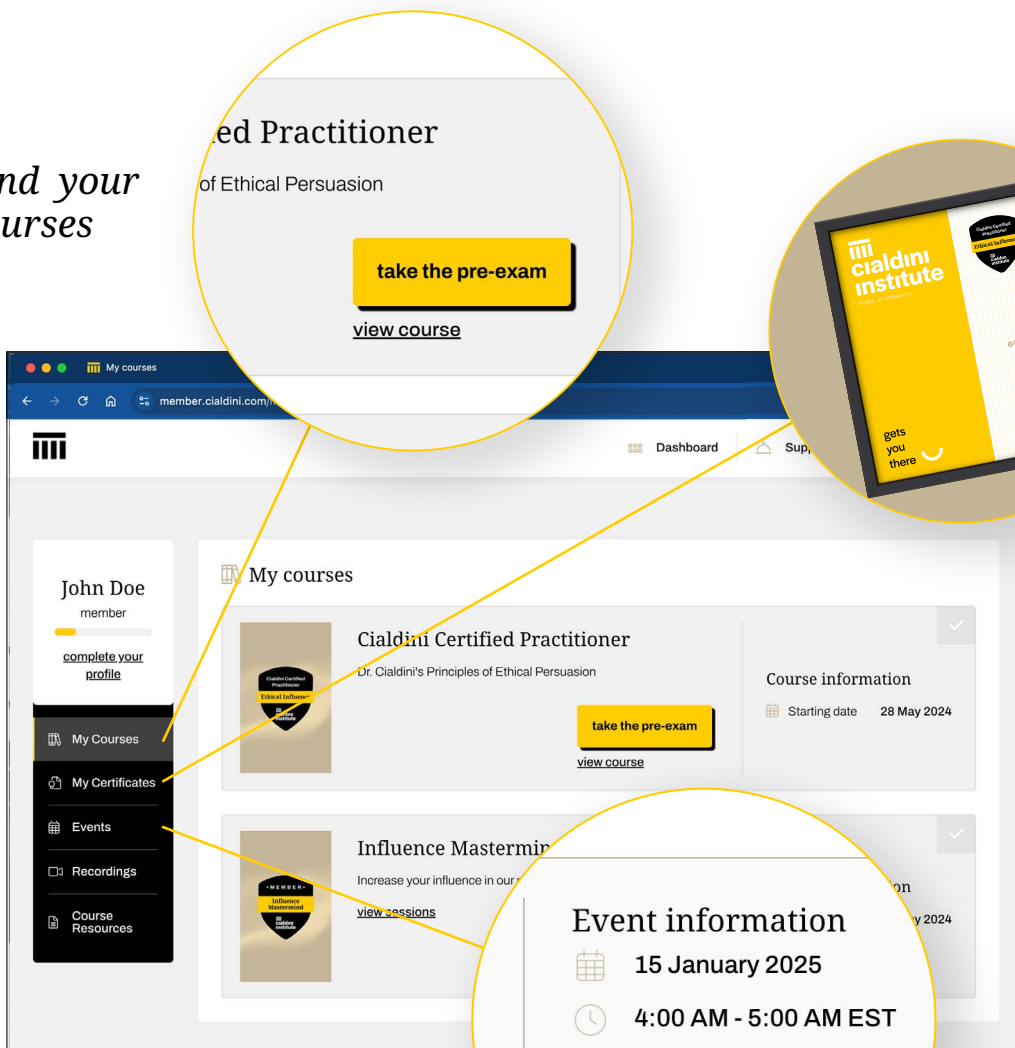
In the next sections, you'll discover how, **just two weeks after starting your program**, you'll begin training your staff within your organization. You'll also learn why breaking away from the typical start of knowledge transfer found in most training programs will help you achieve rapid results.



Pre-work to Jumpstart Your Program

In preparation for the start of your program, you'll complete Dr. Cialdini's flagship **on-demand video course** and become a Cialdini Certified Practitioner. This 10-hour pre-work will give you a solid understanding of Dr. Cialdini's universal Principles of Persuasion, along with their key activators and amplifiers.

Find your courses



Locate your certificates

Join live events



What You'll Deliver After **Week 2**



Step 1 **Engage and activate**

- ✓ 1-hour keynotes
- ✓ 2-hour workshops

Step 2 **Achieve targeted results**

- ✓ Half-day application workshops
- ✓ Full-day application workshops

Step 3 **Scale**

- ✓ Dr. Cialdini's flagship on-demand video course

Engage Through Inspiring Keynotes

Just two weeks into your program, you'll confidently and skillfully deliver your first keynote or workshop. This will set the stage and open your organization up to the rest of the program.

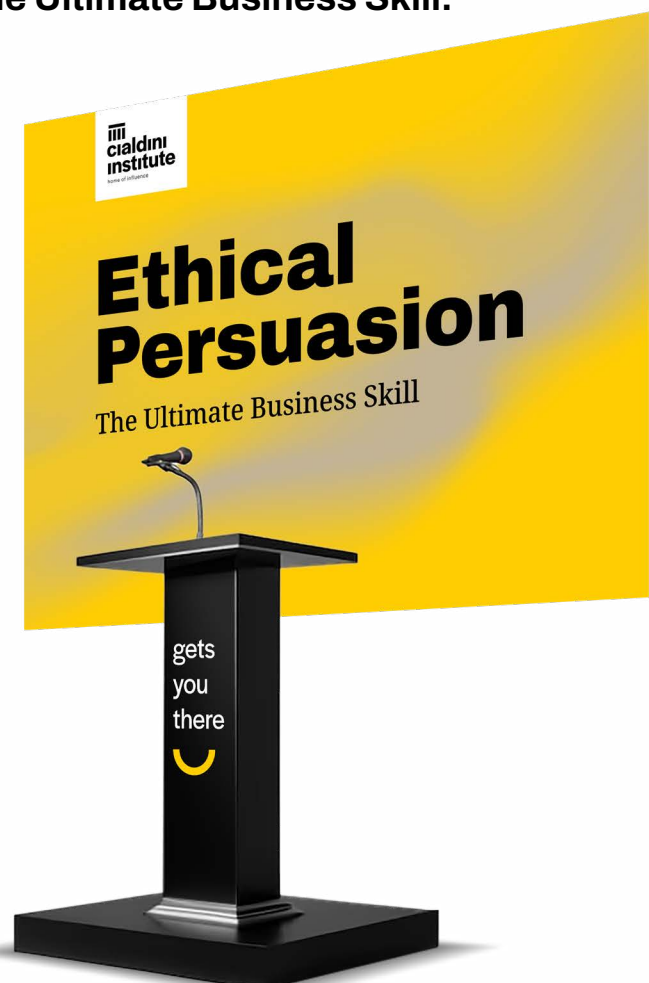
Because, let's be honest: most people don't realize how much they persuade others all day, every day. And they're certainly unaware of the science behind it and the results they could achieve with it.

In short: you need to close the Persuasion Gap.

That's why, after just two weeks, you'll deliver Dr. Cialdini's 1-hour keynote **'Ethical Persuasion—The Ultimate Business Skill.'**

'You'll deliver it skillfully and confidently, having completed Dr. Cialdini's on-demand video course, along with thorough preparation and personal guidance by your Master Trainer during the first two weeks of your program. Plus, you'll have Dr. Cialdini's ready-to-use slide deck at your fingertips.'

From our experience, **things will start happening right away.**





Your keynote will quickly spark ethical persuasion as a cornerstone competence in the minds of the organizational leaders you want to engage first. As a result, they'll soon want more—especially in applying it to **their own business challenges**.

That's why, in the second half of the program, you'll activate them through application workshops using Dr. Cialdini's systematic approach.



The Choice Is Yours

Do you think a workshop would be more effective for your audience than a keynote? You have the option to present the 1-hour keynote as a 2-hour workshop instead. Of course, we'll make sure you're fully prepared, providing a ready-to-use slide deck and worksheets for this variant as well.

2.3

Activate Through Application Workshops

Before you even finish your keynote, it's typical for participants to already be asking how to apply ethical persuasion to their own business challenges.

That's why, in the second half of the program, the focus shifts to delivering application workshops.

Using Dr. Cialdini's systematic approach, you'll work hands-on with specific business challenges identified by leadership or the team members **themselves**. In a full-day workshop—or a half-day if a full day is too demanding—you'll coach them toward a concrete action plan they can immediately put into practice, driving the results they need.

So, this isn't some rigid, top-down method.

Instead, it's a dynamic, **participant-driven approach** where your staff comes to you—rather than the other way around—requesting workshops and bringing their most pressing business challenges, ready and motivated to tackle them with ethical persuasion.

The result? Practical, relevant solutions that **hit home exactly when and where they're needed.**



This approach is highly effective—not only for **activating staff** but also for laying the foundation to deeply embed ethical persuasion into daily business operations:

- Individual by individual
- Team by team
- Department by department

Once participants see the results of their action plans, they're naturally driven to activate their entire team. **That's where Dr. Cialdini comes in.**



Examples of Real-World Challenges You'll Address

Leadership

“How can I skillfully guide my team to eliminate silent resistance?”

Sales

“Which ethical strategy will help me prevent losing this high-value client in our upcoming contract renewal?”

Marketing

“What message can I craft to stop our leads from turning to competitors in our new campaign?”

Communication

“How can I communicate effectively to prevent costly misunderstandings in our current change process?”

Procurement

“What can I do to negotiate smarter in this deal to avoid overpaying for essential supplies?”

HR

“How can I deliver the right messages to ensure we don't miss out on top talent?”

Let's
**scale
up**

with Dr. Cialdini

2.4

Embed Through Ongoing Training and Coaching

Experience shows that after the keynotes and workshops, participants feel a strong urgency to scale up. That's where Dr. Cialdini steps in.

In addition to your 1-hour keynotes, 2-hour workshops, and application workshops, you can leverage the **Cialdini Certified Practitioner** course you've completed yourself before the start of your own program. This allows not only you but also Dr. Cialdini—through his video content—to train staff.

In his 10-hour **flagship on-demand video course**, Dr. Cialdini shares the ins and outs of ethical persuasion. This provides staff with:

- ✓ A deep understanding of the science of persuasion
- ✓ Insider knowledge of the Principles of Persuasion
- ✓ Proven activators and amplifiers for each principle

This is not a sink-or-swim course. We recommend you coach the groups through Q&A sessions, helping them to apply what they've learned to solve their business challenges. Moreover, participants will work as a team, inspiring and supporting each other. Once they pass the exam, they'll be able to apply the science of persuasion efficiently, effectively, and ethically, leaving with an action plan to tackle their business challenges and achieve their goals.

This approach also gives them a proven framework for tackling future challenges, **embedding ethical persuasion into daily operations**, and strengthening the culture of persuasive success you're building.



Your license includes 50 free seats in the Cialdini Certified Practitioner program, helping you scale quickly and efficiently.

Each participant who passes will receive an official certificate with your name alongside Dr. Cialdini's.

- ✓ 11 modules with instructional videos featuring Dr. Cialdini
- ✓ Dozens of real-life business cases from various business areas
- ✓ Action plan for participants to address their own business challenges



Scan the QR code to hear Dr. Cialdini share his thoughts on the Practitioner course!

“Both sides gain”



Build a Culture of Persuasive Success

Following our three-step approach, you'll lay the foundation for a culture of Persuasive Success. You'll strategically shape how your company drives results by making ethical persuasion second nature while comfortably growing into your role as the go-to persuasion expert.

By engaging staff with keynotes, activating them through application workshops, and embedding ethical persuasion with ongoing training and coaching through Dr. Cialdini's on-demand course, you'll spark a ripple effect that reaches individuals and teams at **every level** and across **all business areas**. This ensures ethical persuasion becomes an intrinsic part of your organization's DNA.

As this transformation takes hold, you'll boost **individual** performance, consistently fueling **operational** results that, in turn, drive **strategic** success and ensure long-term competitive advantage.



Your Training Schedule

This isn't a sit-back-and-relax course—it's a roll-up-your-sleeves program where we work together, backed by a vibrant community of like-minded professionals.

During your **Onboarding Sessions** and **Mid-Year Development Sessions**, your Master Trainer will guide you through Dr. Cialdini's methodology and the most effective ways to train on it, maximize its impact, and embed it—paving the way toward a culture of persuasive success.

In the **Monthly Trainer Development Workshops**, you and your classmates will ask and answer questions, share insights, and exchange best practices—helping each other apply experiences right away and continuously improve, with your Master Trainer guiding you along the way.



Program Calendar

23 sessions and workshops

Cialdini Certified Practitioner program

Pre-work

Week 1

Onboarding Sessions

Monday (half day + half day preparation)
Wednesday (half day + half day preparation)
Friday (half day + half day preparation)

Onboarding Sessions

Monday (half day + half day preparation)
Wednesday (half day + half day preparation)
Friday (half day + half day preparation)

Week 2

Week 6 - 22

Monthly Trainer Development Workshops

Mid-Year Development Sessions

Monday (half day + half day preparation)
Wednesday (half day + half day preparation)
Friday (half day + half day preparation)

Week 25

Week 26

Mid-Year Development Sessions

Monday (half day + half day preparation)
Wednesday (half day + half day preparation)
Friday (half day + half day preparation)

Monthly Trainer Development Workshops

Week 30-50

Week 51 - 52

Looking ahead



3.

**Join the
Community**

3.1

Connect, Engage, and Succeed Together

At the start of your program, you'll get access to the Cialdini Institute platform, featuring an interactive Community for Licensed Trainers and their staff. This collaborative space lets you connect, engage, and succeed together, taking your learning and training to the next level.

Whether you're refining your training techniques, exploring new ways to apply persuasion in your role, or exploring strategies to speed up the movement you've started, the platform and its vibrant Community go **far beyond the typical training hub.**

Here's just a glimpse of what they have to offer:

- ✓ Access courses, content, and tools
- ✓ Explore case studies, best practices, and research updates
- ✓ Engage in live sessions, interactive workshops, and discussions
- ✓ Connect with trainers globally, both within and beyond your cohort
- ✓ Participate in influence challenges, group activities, and collaborative projects

As a Licensed Trainer, you'll be able to offer all of this to your own participants within your personal Trainer Community. Just imagine how that will reflect on you as a trainer...

Become Part of a Thriving Community



How the Community Will Elevate Your Company

As a Licensed Trainer, you can build your own Community for participating staff, which provides a range of benefits for them and, by extension, the organization.

1. Continuous Learning Opportunities

With their connection to the platform and the community, staff stay engaged with ongoing learning, utilizing shared resources, live sessions, and expert insights.

2. Collaborative Problem-Solving

Staff engage in discussions and solve challenges they face in their roles, fostering a collaborative problem-solving environment that enhances practical application.

3. Peer Support and Networking

Staff are immersed in a broader network of peers—within the company or across their industry—encouraging the exchange of best practices, experiences, and feedback, ultimately strengthening organizational knowledge.

4. Real-Time Resources

Staff stays informed with the latest research, tools, and case studies, ensuring that they're equipped with cutting-edge science-based, ethical persuasion strategies.

5. Cultural Alignment and Engagement

Connecting staff to the Community aligns them with the company's values, fostering a culture of ethical influence that boosts employee engagement and retention.

All this steadily anchors ethical persuasion into the staff's daily operations. Just imagine how that will strengthen your company's performance...

How the Community Will Advance Your Career

During the first year, the platform and the Community of Licensed Trainers help you become skilled and confident in your role as the go-to persuasion expert in your organization. But learning doesn't stop there. The Community continues to support your growth long after, helping you stay ahead and advance your career.

1. Global Peer Network

You collaborate with professionals across industries, creating opportunities for cross-company learning and shared strategies to apply ethical persuasion in diverse contexts.

2. Increased Credibility and Professional Development

You stay informed about the latest updates in the field of ethical persuasion, strengthening your role as an expert. Moreover, engaging with peers enhances your credibility and expands your expertise.

3. Expanded Resource Pool

You continuously gain access to shared case studies, success stories, and strategies, offering new perspectives on applying Dr. Cialdini's principles.

4. Collaboration on Large-Scale Initiatives

You can team up with other Licensed Trainers on large-scale projects, leveraging collective knowledge to address broader industry challenges and benefit your own company.

5. Support and Feedback

Licensed Trainers provide one another with constructive feedback, coaching, and support, helping to refine training techniques and overcome personal challenges.

This way, you continue to grow— as a persuasion expert, as a trainer, and personally. Just imagine what that will do for your career...



4.

Accelerate Your Success

Excel with These 8 High-Quality Accelerators

Being an excellent trainer doesn't automatically mean you're also great at creating all the materials needed to deliver high-quality training. Let alone having the time to do so. That's why we've done it for you.

You and your company will benefit from these high-quality, authoritative, ready-made resources to help you accelerate your success.

After all, we share a **common goal**: to make the greatest impact possible by sharing the transformative power of ethical persuasion, achieving business results across the board, and contributing to a better, more connected, and more collaborative world.





Sparking interest

1

Free Persuasion Power Course

Introductory course, unlimited free enrollments to offer



2

Persuasion Power Course for Business Success

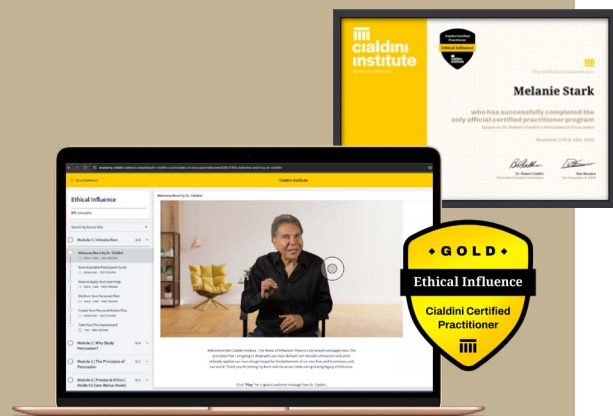
Advanced course, introductory price of \$497, unlimited licenses to offer



3

Cialdini Certified Practitioner program

Free trial, unlimited free enrollments to offer





Bringing people into your Community

4

Cialdini Certified Practitioner program **50 free seats**

Market value: \$1,497 per participant

Total market value **\$74,850**



Continuously attracting new staff

5

Marketing workshops

Persuasive strategies to target your internal ICP (Ideal Customer Profile), including our proven frameworks for copywriting, videoscripts, landing pages, and action plan



6

Sales workshops

Persuasive strategies to internally 'sell' your products and services, including all our proven pitch decks and action plan



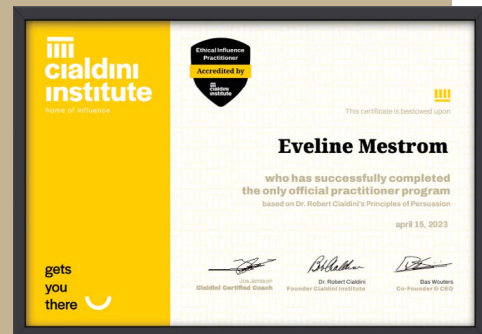


Affirming your authority

7

Your name on our certificates

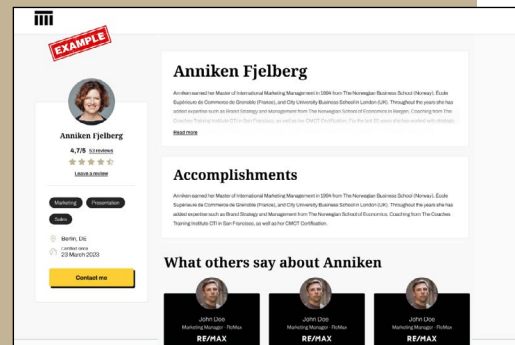
Alongside Dr. Cialdini's and our CEO's



8

Inclusion in our Licensed Trainer Directory

With a detailed personal profile page



Stand Out with Dr. Cialdini’s High-Value Content

Authority and visibility are essential for every trainer, as is demonstrating the value you bring to the table. That’s why we’ve prepared an impressive package of high-value content for you to share freely.

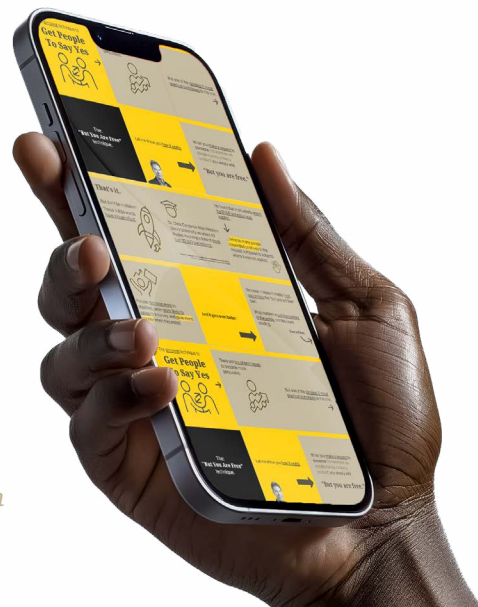
This content comes **directly from Dr. Cialdini** and features science-based ethical persuasion insights in various forms, such as Small BIG videos and carousels (slideshows) covering a wide range of engaging persuasion topics.

Within a flexible framework, you can use this content for your internal channels and to enhance your social media presence (LinkedIn, Facebook, X, and Instagram).

You’ll have access to an **easy-to-use mobile app** (iOS and Android), including:

- ✓ Captions, thumbnails, subtitles, and images
- ✓ The option to edit the suggested copy
- ✓ The option to add your promotional links
- ✓ AI-generated alternative post suggestions
- ✓ AI-generated translation suggestions

And if you share your social media content with the Cialdini Institute, **we’ll be happy to help promote it.**





5.

ROI, That's Why



What clients say

*“Dr. Robert Cialdini’s “principles of persuasion” program is a **terrific foundation** for any organization desiring to improve its sales, negotiation, and change management skills efforts.”*

Arrowhead
credit union

Steve Rue
Arrowhead Credit Union

*“Robert Cialdini, through his intensive research, has clearly shown that it is possible to increase the efficiency and effectiveness of persuasion to bring about **amazingly positive results.**”*

KPMG

Pratap Nambiar
Regional Executive Partner
KPMG Global Markets Asia Pacific

*“Our colleagues here at Schering Health Care became **much more personally effective** whether they are new to their role or very experienced.”*

SCHERING
making medicine work

Tracy Hunter
Schering Health Care

*“The Principles of Ethical Influence, as taught by Bob Cialdini, needs to be a part of every salesperson’s toolkit. What strikes me is not only the simplicity of his message but **the power it provides in practice.**”*

NORTHERN TRUST

R. Craig Wilson
Sr. Vice President, Sales Manager
Northern Trust

*“Dr. Cialdini’s materials have been truly invaluable for directing our marketing efforts and focus. **Nothing else comes close** to his insights.”*

Genesis

Glen Larson
President
Genesis Financial Technologies, Inc

How Your Company Will Benefit

As many leading organizations around the globe—ranging from McDonald’s and Bose to the British Tax Service—have discovered, ethical persuasion has become the key differentiator for getting people to say YES in today’s information-overloaded, stimulus-saturated, tech-driven world.

As a Licensed Trainer, you’ll be the go-to expert driving this movement, which will result in the following **key benefits**:

- ✓ You’ll equip staff with the **ultimate business skill**, empowering them to achieve their goals with an approach that’s rooted in science and proven in practice.
- ✓ You’ll help them excel in a critical element of business communication—a cornerstone competence that **drives results across all aspects** of the company.
- ✓ You’ll create a structured environment for professional development, fostering continuous learning, support, and collaboration that builds a **culture of persuasive success**.



Tangible Business Benefits include:

1. Better Results

Staff will consistently apply the Principles of Persuasion in their daily tasks, improving their ability to influence outcomes and enhance personal, operational, and strategic results.

2. Increased Sales and Marketing Effectiveness

For roles directly related to sales and marketing, the Principles of Persuasion will enhance their ability to attract and retain customers. Better yet, this new mindset will make marketing and sales second nature for everyone, not just those in sales and marketing.

3. Stronger Leadership

Those in or aspiring to leadership positions will leverage their ethical persuasion skills to lead their teams more effectively—essential for modern leaders who face unprecedented demands to drive change.

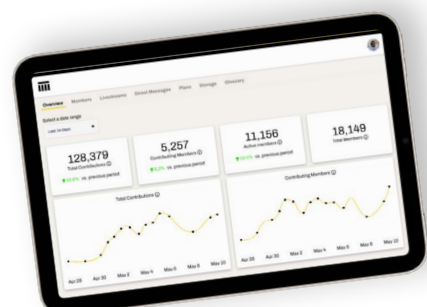
4. Smarter Decision-Making

Understanding how influence works will lead to smarter decision-making processes, as staff across the company will be more aware of how their words and actions affect others.

5. Improved Communication

The Principles of Persuasion will improve how staff communicate with each other, leading to clearer and more productive interactions in an age of information overload, with overflowing inboxes, days packed with back-to-back meetings, and endless digital demands.

**Watch your persuasion movement
contribute to better results**





Staff Development Benefits include:

1. Greater Empowerment

Staff will feel more empowered with the knowledge and skills to influence and persuade ethically.

2. Increased Self-Esteem

Being knowledgeable about and able to ethically apply the Principles of Persuasion will boost a sense of self-esteem.

3. Stronger Professional Growth

The training adds to the staff's professional toolkit, making them more valuable to the organization and expanding their career advancement opportunities.

4. Stronger Personal Growth

Being able to apply ethical persuasion to achieve win-win outcomes will make staff more ready and confident to achieve meaningful outcomes outside their work.

5. Enhanced Well-Being

The sense of personal growth and the ability to positively impact others' work will enhance overall job satisfaction.



5.2

Let's Crunch the Numbers

You probably don't take thousands of 5-star ratings for granted. Neither do we. So, let's crunch the numbers and break down what business research reveals about the relevance of ethical persuasion, the investment it requires, and the return it delivers for you and your company.

Suppose an SME has 100 employees—20 in sales roles and 80 in non-sales roles. Based on their annual salaries and research showing that non-sales professionals spend 41% of their time persuading others, while sales professionals spend 100% of their time on persuasion—the annual investment in persuasion comes to **\$3,368,000**.

20 sales professionals * \$70,000	\$1,400,000	
100% of their time spent persuading others	<u>100% x</u>	
Yearly persuasion investment	\$1,400,000	\$1,400,000
80 non-sales professionals * \$60,000	\$4,800,000	
41% of their time spent persuading others ¹	<u>41% x</u>	
Yearly persuasion investment	\$1,968,000	<u>\$1,968,000 +</u>
Yearly investment in persuasion, total		\$3,368,000

Now, take a moment to apply this example calculation to your organization.

Acquiring one or more Licensed Trainer licenses—the “I” in the ROI for this program—likely represents just a small fraction of your organization's existing investment in persuasion.

1. Pink, D. (2012). *To sell is human: The surprising truth about moving others*. New York: Riverhead Books.



As for the “R” in ROI: while we can’t predict specific outcomes for your organization, extensive research demonstrates impressive results across leading companies worldwide. The next page highlights success stories from McDonald’s, Bose, the British Tax Service, and many others.

Just imagine what similar results could mean for your staff, your company, and your career...



5.3

ROI, That's Why

Bose increased sales of a home audio system by 45%
applying the Principle of Scarcity

A Chicago restaurant reduced no-shows by 66%

applying the Principle of Commitment & Consistency

The British Tax Service collected an additional £5 Billion

applying the Principle of Social Proof

A Boy Scouts group increased donations by 366%

applying the Principle of Commitment & Consistency

A London real estate agency boosted signed contracts by 15%

applying the Principle of Authority

McDonald's increased McFlurry sales by 55%

applying the Principle of Social Proof

A New York bakery sold cupcakes for \$250

applying the Principle of Scarcity



L'Oreal increased market share by 300%

applying the Contrast Phenomenon

Waiters in a US study increased tips by 23%

applying the Principle of Reciprocity

Royal Caribbean Cruises increased conversions by 15%

combining the Principle of Scarcity with Pre-Suasion

Stanford and Northwestern Universities decreased deadlocked negotiations by 80%

applying the Principle of Liking

T-Mobile increased premium check-outs by 34%

applying the Contrast Phenomenon

The Obama 2008 Campaign attracted a decisive number of voters

applying the Principle of Unity



Practice-proven blueprints

To give you an inside look at how small changes in your messaging can deliver **BIG** results, we're sharing three videos where Dr. Cialdini reveals some applications of ethical persuasion. Chances are, you can easily use these cases as blueprints for your business challenges.

Sales

Scan the QR code to see how McDonald's increased **McFlurry sales by 55%** applying the Principle of Social Proof.



Scan
to watch
the video



Leadership

Scan the QR code to discover a common mistake many leaders make when complimenting their team's **progress toward a goal**—and the science-based strategy for what to say instead.



Scan
to watch
the video

Communication

Scan the QR code to learn a simple, ethical **conversational technique** that increases your chances of getting a YES to what you propose.



Scan
to watch
the video

6.

**Your
Licensing
Opportunity**



6.1

Your investment

Our license fees are structured so that organizations can build a culture of persuasive success to cover all business areas, departments, and geographical locations.

What's the onboarding fee per participant?

	<i>Per participant</i>
1 trainer or business leader	\$ 19,500
2 trainers or business leaders	\$ 12,250
3-5 trainers or business leaders	\$ 11,000
6-10 trainers or business leaders	\$ 10,000
11+ trainers or business leaders	\$ 8,500

What's included?

License Year 1:

- ✓ License to deliver the 'Ethical Persuasion: The Ultimate Business Skill' program, including its 1-hour keynote, 2-hour workshop, half-day application workshop, full-day application workshop, and Cialdini Certified Practitioner program
- ✓ Use of all official training workshop resources with your participants (including trainer manuals, trainer videos, presentations, exercises, frameworks, and example videos)





Full Operational Model Year 1:

Training

- ✓ Full access to the 12-month Cialdini Institute Licensed Trainer program
- ✓ Full access to the Cialdini Certified Practitioner program
- ✓ Ongoing trainer development process to support all aspects of implementation and delivery
- ✓ Full access to our training and development platform and its app, including all training materials, general resources, live session and event calendar, classmate directory and forum
- ✓ The opportunity to provide everything in the previous bullet to your own participants, with additional features like tracking results, sharing metrics with your budget holders, and building social proof
- ✓ Ongoing trainer certification, updated and renewed annually
- ✓ Your name and signature on your participants' certificates, alongside Dr. Cialdini's
- ✓ 50 free Cialdini Certified Practitioner seats (value: \$74,850)

Community Access

- ✓ Access to your Licensed Trainer Community, where you can ask questions, share insights, exchange best practices, celebrate successes, and collaborate on projects with your classmates
- ✓ The opportunity to open your own Personal Trainer Community, onboarding your participants just like in the previous bullet—class by class
- ✓ Additional access to the global Cialdini Institute Community, connecting you with a worldwide network of in-house and independent trainers





Resources for Your Internal Marketing

- ✓ The opportunity to use our 'Free Trial,' 'Free Persuasion Power Course,' and 'Persuasion Power Course for Business Success' to inspire and engage staff
- ✓ Proven internal sales pitch decks and action plans
- ✓ Dr. Cialdini's engaging slideshows and Small BIG videos covering a wide range of science-based persuasion topics for you to share on your internal channels

What's the annual license renewal fee per participant?

Renewal fee \$2,400

- ✓ License to deliver the 'Ethical Persuasion: The Ultimate Business Skill' program, including its 1-hour keynote, 2-hour workshop, half-day application workshop, full-day application workshop, and Cialdini Certified Practitioner program
- ✓ The use of all official training workshop resources with your participants (including trainer manuals, trainer videos, presentations, exercises, frameworks, and example videos)
- ✓ Official badge displaying the current year
- ✓ Listing in our Trainer Directory
- ✓ Full access to our training and development platform and its app, including all training materials, general resources, live session and event calendar, classmate directory and forum



- ✓ The opportunity to provide everything in the previous bullet to your own participants, with additional features like tracking results, sharing metrics with your budget holders, and building social proof
- ✓ Access to your Licensed Trainer Community, where you can ask questions, share insights, exchange best practices, celebrate successes, and collaborate on projects with your classmates
- ✓ The opportunity to open your own Individual Trainer Community, onboarding your participants just like in the previous bullet—class by class
- ✓ Additional access to the global Cialdini Institute Community, connecting you with a worldwide network of in-house and independent trainers
- ✓ The opportunity to use our ‘Free Trial,’ ‘Free Persuasion Power Course,’ and ‘Persuasion Power Course for Business Success’ to inspire and engage staff
- ✓ The use of our review software
- ✓ Your name and signature on your participants’ certificates, alongside Dr. Cialdini’s



7.

About the Cialdini Institute

Our Story Doesn't Start with Us **Our story starts with you.**

Because you know where you want to go. But you keep struggling to move others in the right direction.

This doesn't just sap your energy; **it slows you down** and prevents you from achieving your goals, which could ultimately leave you falling behind. And that's the last thing you need in this fast-paced world, where performance pressure is immense and competition is fierce.

You can break this status quo with a science-based strategy for the challenges you face: ethical persuasion.

That's where we come in.

Welcome **to the Cialdini Institute**

We offer a **systematic approach** to ethically, efficiently, and effectively persuading people and achieving your business goals.

It's grounded in **cutting-edge science**. It's proven in practice at leading companies worldwide. It's endorsed by Warren Buffett, Guy Kawasaki, Alex Hormozi, and dozens of other top CEOs and business leaders.

And what's most important to us: it's **entirely ethical**.





Seize control **now**

Master ethical persuasion at its **highest level**, guided by the insights of Dr. Robert Cialdini and his team of world-renowned persuasion experts.

We **teach, train, and coach** you in ethically applying the science of persuasion, driving your business to new heights.

We get you there.



cialdini institute

home of influence

gets you there 