



This certificate is bestowed upon

Steven Austen

**who has successfully completed
the only official practitioner program**

based on Dr. Robert Cialdini's Principles of Persuasion

January 2, 2025

A handwritten signature in black ink, appearing to read 'Rob Cialdini'.

Dr. Robert Cialdini
Founder Cialdini Institute

A handwritten signature in black ink, appearing to read 'Bas Wouters'.

Bas Wouters
Co-Founder & CEO

gets
you
there

