Using the Science of Influence to Improve the Art of Persuasion

A Program by Robert B. Cialdini, Ph. D.

Persuasion is no longer just an art. It is an out-and-out science. Indeed, a vast body of scientific evidence now exists on how, when, and why people say yes to influence attempts. In his presentation, Dr. Robert B. Cialdini extracts from this formidable body of work the six universal principles of influence—those that are so powerful that they generate desirable change in the widest range of circumstances. The principles are: Reciprocation, Consistency, Authority, Social Validation, Scarcity, and Liking. Dr. Cialdini's presentation illustrates how these six principles have been and can be harnessed to meet specific influence objectives. Throughout, Dr. Cialdini emphasizes the nonmanipulative use of the principles so that those who are influenced feel personally committed to the change and to their relationship with the change agent. It is only in this fashion that the influence process can be simultaneously effective, ethical, and enduring. And it is only in this fashion that it can enhance a lasting sense of partnership between those involved in the exchange.