



## Philip Hesketh

Expert on Human Behaviour and The Psychology of Persuasion

*"Philip both commands the attention of an audience and captures its imagination"*

Philip Hesketh built an acclaimed £48m business in 17 consecutive years of growth and now shares the psychology of influence and persuasion as a full-time professional speaker. Setting Philip apart are his trademark 50 Killer Questions and authentic, battle-tested takeaways transforming lives.

### TOPICS:

- The Psychology of Persuasion and Influence
- How to Build Relationships and Turn Them into Business Partnerships
- The Good-to-Great Graduation
- The 42 Minute MBA in Charm
- How to Sell More and Delight Your Clients and Customers
- How to Hold High Prices

### LANGUAGES:

Philip presents in English.

### PUBLICATIONS:

- 2015** Persuade: Using the Seven Drivers of Motivation to Master Influence and Persuasion
- 2010** How to Persuade and Influence People: Powerful Techniques to Get Your Own Way More Often
- 2005** Life's a Game So Fix the Odds: How to Be More Persuasive and Influential in Your Personal and Business Life - described as "the definitive guide to persuasion and influence"

### IN DETAIL:

The advertising agency business is at once insanely-competitive and cruelly punishing, known more for its many crash and burn failures than inspirational success stories. Philip grew his UK based agency and employed over 150 people, enjoying consistent growth with clients such as the BBC, Nestle, Walt Disney, General Accident and HSBC. Business success on all levels; as Procter & Gamble Salesman of The Year and growing his advertising agency through turbulent cycles, with steady, nurturing leadership and people-centric management. Philip is recognised as one of the world's leading experts on influence and persuasion.

### WHAT HE OFFERS YOU:

Philip inspires audiences with real world takeaways that increase sales, hold high prices, persuade, influence, control conversations and strengthen relationships. Ultimately he helps increase a team's effectiveness.

### HOW HE PRESENTS:

Philip's highly entertaining and motivational presentations never fail to inspire audiences all over the world.