



Robert Cialdini

World-Renowned Expert on Behavioural Science

"The world's leading authority on the science of ethical influence and persuasion"

Dr. Robert Cialdini is widely recognised as the world's foremost authority on the science of influence and persuasion. An internationally acclaimed behavioural scientist, bestselling author and keynote speaker, his pioneering research has transformed the way organisations understand human decision-making and behavioural change. For more than four decades, he has explored the psychology behind why people say "yes", developing evidence-based principles that have become fundamental to leadership, sales, marketing, negotiation and organisational performance.

TOPICS:

- The Science of Influence & Persuasion
- Ethical Leadership & Behavioural Change
- Behavioural Science for Business Success
- Sales, Marketing & Customer Psychology
- Negotiation, Trust & Decision-Making
- Leading Change Through Influence

LANGUAGES:

He presents in English.

PUBLICATIONS:

- 2021** Influence, New and Expanded: The Psychology of Persuasion
- 2016** Pre-Suasion: A Revolutionary Way to Influence and Persuade
- 2014** The Small BIG: Small Changes That Spark Big Influence
- 2008** Yes! 50 Scientifically Proven Ways to Be Persuasive

IN DETAIL:

Dr. Cialdini is Regents' Professor Emeritus of Psychology and Marketing at Arizona State University and President of Influence At Work, where he advises organisations on applying behavioural science to achieve measurable business results. His distinguished academic career includes appointments at Stanford University, Columbia University, Ohio State University and the University of California. In recognition of his exceptional contribution to behavioural science, Dr. Cialdini has been elected to both the American Academy of Arts & Sciences and the U.S. National Academy of Sciences, among the highest honours awarded to academic researchers.

WHAT HE OFFERS YOU:

Dr. Cialdini equips audiences with practical, science-backed strategies to communicate more persuasively, strengthen leadership, improve customer engagement, negotiate more effectively and inspire ethical behavioural change. His keynotes translate decades of world-class research into actionable insights that organisations can immediately apply to achieve lasting results.

HOW HE PRESENTS:

Insightful, engaging and highly practical, Dr. Cialdini combines rigorous scientific research with compelling case studies and real-world business examples. His presentations challenge conventional thinking while providing audiences with immediately applicable tools for influencing decisions ethically, building trust and creating meaningful organisational impact.