



Innovating Leadership, Co-Creating Our Future
Tuesday at 11 AM Pacific
December 8th 2015: Tool Series: Principles of Reciprocity and Liking

Brian will kick off the tool series talking about using liking and reciprocity as key elements in the larger field of persuasion. Brian shares his experience with multiple clients using the Cialdini method. He talks about reciprocity as a concept then provides rich examples to illustrate reciprocity and make it practical for leaders to apply.

Brian will answer the following questions: 1. In leadership why are relationships so important in today's business environment? 2. Let's talk more about liking and reciprocity Starting with liking, how can people get others to like them mo

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Featured Guests



Brian Ahearn

Brian Ahearn is the Chief Influence Officer at Influence PEOPLE. A dynamic international keynote speaker, trainer, coach and consultant, Brian specializes in applying the science of influence and persuasion in everyday situations.

[Read more](#)



John Petrucci

John Petrucci is the Senior Vice President – Service and Administration for the State Auto Insurance Companies. His insurance career spans 30 years and includes experience as a claims adjuster, claims manager, agent, agency manager, branch manager and vice president of sales.

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