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July 2nd 2013: Communication and Influence

The ability to influence people is key to business success and personal happiness. But using influence ethically isn't always done. Our guest today, Brian Ahearn, is a master of using influence and persuasion in ethical ways. He is one of less than three dozen Cialdini Method Certified Trainers throughout the world, and brings the science of influence to life through hands-on training sessions. In this episode we are going to discuss the role that influence plays in our daily business lives. We'll discuss how to use influence not only effectively, but ethically as well, in a way that creat

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Featured Guest



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.

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