

OFFICIAL PARTNER |  cialdini institute



ETHICAL PERSUASION

THE ULTIMATE BUSINESS SKILL

KEYNOTES, WORKSHOPS & CONSULTING

 www.ethicalpersuasion.com.au

✓ Review score 4.7/5



BUILD RELATIONSHIPS



REDUCE UNCERTAINTY



MOTIVATE ACTION

TRUSTED CIALDINI TEACHINGS



Businesses large and small trust Dr Cialdini's teachings. World Leading Educational Institutions refer to his work. The few Cialdini Licensed Trainers that are available around the world, make this timeless skill more accessible than ever before.



ETHICAL PERSUASION THE SCIENCE OF HEARING **YES** MORE OFTEN



Convincing people is getting harder

Research shows that now 95% of decisions are made intuitively, subconsciously and automatically. Yet, most professionals remain unaware of key persuasive facts that drive success, making it harder to achieve. This leads to dissatisfaction and higher staff turnover.



Stop wasting time and resources

There is a science with subtle nuances behind how people make decisions. Understanding these ethical strategies makes it easier to make YES decisions. Without them, time, resources, success, and competitive advantage are wasted every day.



Short- and Long-Term Success

Research supports that the ethical use of persuasion science is the most effective way to short- and long-term success.



Strong return on investment with training that is embraced

Ethical persuasion skills apply both professionally and personally, making learning engaging and encouraging teams to embrace and use them—delivering a strong return on investment.

PATRICK VAN DER BURGHT

Patrick has been teaching professionals the science of ethical persuasion since 2000. In 2023, he became a Founding Member of the Cialdini Institute and is personally **recommended by Dr. Cialdini and CEO Bas Wouters.**

Viewing the business world through the lens of ethical persuasion, Patrick often sees professionals unknowingly wasting time and company resources on predictably ineffective proposals and communication. He is passionate about helping others reclaim the successes that are theirs to have.



"I liked that I was learning with others and we could share and discuss our experiences throughout the course. The program was very accessible and Patrick was really helpful making it relevant to my business coaching practice."

Kirsty Mitchell - TAN Business Coach



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WORLD ECONOMIC FORUM



3. LEADERSHIP AND SOCIAL INFLUENCE



TOP 3 PRIORITY SKILL

In the '**Future of Jobs Report 2025**', the World Economic Forum pushed the urgency for businesses to develop their team's leadership and social influence (persuasion) skills to **priority #3**.

In a world where 39% of jobs are expected to change dramatically or disappear, persuasion is the key inter-personal skill that sets professionals apart.

SALES & ADVERTISING IS 100% PERSUASION WHAT ABOUT THE REST OF YOUR TEAM?



Those in **Sales and Advertising** know that their success depends on their persuasiveness. **100%** of the money invested in them is invested in the hope that they will be persuasive.

Research done by Daniel Pink showed that out of 7,000 **workers not active in sales, 41% of their time was spent on persuasion** or influence-related activities.

Research on leadership Teams shows that **top managers in Fortune 500 companies** spend over **80%** of their time on influence and persuasion-related activities.

"94% of employees would stay longer if companies invested in staff development."





SALES & PERSUASION TRAINING YOUR TEAM WILL LOVE

*“When companies offer comprehensive training programs, they enjoy a **24% higher profit margin** and have **218% higher income per employee** than companies without formalized training.”*

Forbes



No tricks that people resist using

Dr. Cialdini’s timeless ethical persuasion teachings are potent, enabling costless communication changes that drive significant success. More importantly, they are most effective when used ethically, aligning with core beliefs—with this your team embraces and actively looks for opportunities to use them.



Ensure they feel good about their own performance

Being equipped with the science of persuasion means they achieve their professional goals quicker and feel confident they’re putting the right things in their communication. Allowing them to feel good about their achievements and job security.



Learning for the boss and for themselves

Ethical persuasion communication skills are not just highly beneficial for success at work. It is an important life skill that also benefits us in private life. This gives team members a whole deeper level of motivation to learn this skill that will benefit their employer.

DR ROBERT CIALDINI

Our business partner Dr Robert Cialdini is the undisputed authority on the science of persuasion. His book 'INFLUENCE - The Psychology of Persuasion' sold 7 million copies in 48 different languages and has been repeatedly voted to be the best business book of all time.

"Don't miss the opportunity to expose your people to this man. His work, his science, his ethics and the method for putting it all together are an experience you can't get elsewhere."

Novo Nordisk



WHAT COULD YOU BE MISSING OUT ON?



During the launch of a new HiFi system to loyal followers, **sales were disappointing**. The headline had an element in it that BOSE thought was persuasive, but it actually actively worked against BOSE. When this was updated with a headline that appealed to the automatic intuitive part of the brain, in a positive way for BOSE, **sales increased by 45%**.



McDonald's wanted to see if they could **increase upsales**, specifically dessert sales. A genuine piece of information, which had been 'right there' for years, was **finally brought to the awareness of customers** due to the recommendations of one of Patrick's colleagues. **It increased dessert sales across the category by 52%**.



How much effect does your relationship with clients have on persuasiveness? KPMG used a complex algorithm to measure **relationships between account managers and clients**. Clients said YES to agreements **30%** of the time in a weak-, **45%** in average- and **70% in a strong relationship**. Demonstrating the value of building relationships.



When sales of the top-of-the-line phone packages (calls and data) were disappointing, some alterations were made to **the order in which phone packages were displayed** online. By making this change, driven by persuasion science, **sales of the top-of-the-line package went up by 34.4%**.



APPLICATION WORKSHOP OR **KEYNOTE**

Provide your people with an insightful and empowering journey into human decision-making and ethical persuasion in an engaging keynote.



Allow team members to develop application strategies based on the persuasion insights learned and walk out with more specific application plans.





STRATEGIES FOR IMMEDIATELY USE

"This week, I completed the Ethical Influence Practitioner Program, which provided invaluable insights into these principles and their real-world applications. Thanks to Patrick's guidance, I've already started using these techniques not only in sales but also to strengthen a range of personal and professional relationships."

Fousiya Naskar
KeySight Accounting



Mastering all that persuasion science has to offer in a day may not be possible, but a keynote or application workshop is a powerful experience—packed with **simple yet potent strategies** that can be applied immediately. It sparks inspiration and eagerness to use it.

Depending on the duration and intent, typical topics covered are:

- The **Seven Universal Principles of Persuasion**.
- The science of **Human Decision-Making**.
- Tools to **build relationships, reduce uncertainty and motivate action**.
- **Trust** building.
- Optimal Scenarios: Understanding **when to use which principle**.
- Moments of Influence: Know **pivotal moments** to make a big impact.
- **Shielding from manipulation**.

Everything shared is founded on scientific research.

During the session, attendees will continuously envision how to apply these timeless strategies to their communication and influence challenges. These techniques, typically costless to implement, can be used immediately and ethically in their own situations.

TESTIMONIALS



Craig Shaw
WESTPAC

*"The practical approach to ethical persuasion provided a fresh view on how we communicate—**both with clients and within our teams.** We're already thinking about how to apply some of the strategies in our day-to-day. Thanks for making it **engaging and relevant!**"*



Ken Thomas
TenClub

*"Whether you have come across Cialdini's work before, if you are a business leader, sales professional, or both like me, **this should be the next piece of professional development you undertake.***

The skills you learn or sharpen have applications across your personal and professional life; applications which will be so impactful."

*"In just 90 minutes, Patrick provided **invaluable insights on how we can enhance some of our communication** and presentation strategies for Big Brothers Big Sisters. I particularly appreciated how his suggestions were **backed by actual studies**, lending credibility to his advice."*



Tania Hutchison
BBBS

*"As a conference interpreter, I have **heard my share of speakers** throughout the years. Patrick delivered a captivating webinar on Ethical Influence that blew my mind. Even as I was interpreting for him. I got so much valuable information from this 1.5 hour interaction. Thank you, Patrick for sharing your experience and knowledge with the world... **I highly recommend giving yourself the opportunity to learn from him.**"*



Noelia Cristina Ortiz-Santiago



STOP MULTIPLYING YOUR LOSSES EXPONENTIALLY

Leads

You'll need to be persuasive to get people to enable communication with your team.

X

Profit Margin

Negotiating your buying prices from suppliers and therefor margins will depend on persuasiveness.

X

**When it comes to sales,
these five factors rely on your team's
persuasive abilities and directly impact profits.**

Without knowing and mastering the science of persuasion, it is **safe to say your team is losing revenue** at every turn.

The real kicker? Improving just one of these factors has a compounding effect on the others. So, if you're ignoring persuasion science, you're not just leaving money on the table—**you're multiplying your losses exponentially.**

Conversion Rate

Your team's persuasiveness will determine what percentage of proposals are accepted.

X

Loyalty

To impact repeat purchases and for clients to promote you, we need to motivate and build loyalty.

X

Average Spent

Your team's ability to convince their audience to buy more the first time will rely on their persuasion skills

X



July 22, 2023

To whom it may concern,

We proudly introduce you to an exceptional professional: the Cialdini Certified Coach, Patrick van der Burght. With great enthusiasm, we provide this recommendation to highlight Patrick van der Burght's expertise in the science of persuasion and its ethical application.


Cialdini Institute commends Patrick van der Burght's unwavering commitment to mastering the science of ethical persuasion. Throughout their journey with us, Patrick van der Burght consistently demonstrated a dedication to understanding and applying these principles, showcasing genuine passion.



Dr. Robert Cialdini
Co-founder, Cialdini Institute



Bas Wouters
CEO, Cialdini Institute

gets
you
there 

HIGHLY RECOMMENDED

Patrick van der Burght has been teaching Dr Cialdini's techniques and insights in ethical persuasion since 2000 and was invited to become a Founding Member of the Cialdini Institute in early 2023. He was the first Cialdini Certified Coach in the world to be accepted in the Cialdini Institute Licensed Trainer program.

*"Patrick is valued coach of the
Cialdini Institute."*

Dr Robert Cialdini
December 2023





DOES YOUR TEAM NEED ANYTHING ELSE?

Strong Relationships

Skills in Ethical Persuasion helps to repair, strengthen and build loyal relationships.

Reduce Uncertainty

There are go-to principles to reduce buyer uncertainty enabling them to say YES more easily.

Motivate into Action


Ethical triggers to move people from general excitement about you, to commitment.


*"Allowing employees to build their skills and knowledge **increases their confidence**, allowing them to **complete work more efficiently** and **effectively**."*

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WHAT THEY'VE BEEN **MISSING**



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