

Jean-luc Doumont's

Persuading other people

Being able to persuade others is a critical skill for any career. We must convince an employer to hire us, persuade our boss to let us start a project, or get our coworkers to help us out. This talk offers a rational approach to persuasion: it covers how to use personal or organizational power, deploy tactics on four different planes, and harness basic social influences so as to have other people accede more easily to our requests.

An engineer (Louvain) and PhD in applied physics (Stanford), Jean-luc is acclaimed worldwide for his no-nonsense approach, his highly applicable, often life-changing recommendations on a wide range of topics, and *Trees, maps, and theorems*, his book about "effective communication for rational minds."

Please join us for one of Dr Doumont's world-famous talks on communication.

Everyone is welcome to attend: tell your friends, colleagues, students, and everyone else in La Jolla. See you there!

Mon 14 Aug 2017

from 3:00 to 5:00 pm

Trustees Room

Salk Institute

