



WHY WE SAY YES: THE HIDDEN FORCES OF  
PERSUASION  
with Dr. Paul Zak  
Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

## WHY WE SAY YES: THE HIDDEN FORCES OF PERSUASION

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Social creatures like humans constantly seek to influence and persuade others. Research from my lab and others has identified a brain state called "immersion" that indicates when one is being persuaded to take an observable action. This talk will describe the neuroscience of persuasion, share examples with neural data that identify why some communications are persuasive or not, and end with a 5 step process that ensures your next communication will immerse people into the content and move them to action. As a bonus, you will learn why every persuasive communication should start with a story.

### DR. PAUL ZAK

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Dr. Paul J. Zak is a Professor at Claremont Graduate University and is in the top 0.3% of mostcited scientists. Paul's two decades of research have taken him from the Pentagon to Fortune 50boardrooms to the rainforest of Papua New Guinea. His most recent book is Immersion: The Scienceof the Extraordinary and the Source of Happiness. Besides his academic appointment, he is a fourtime tech entrepreneur. In 2017 he founded Immersion Neuroscience, a software platform thatallows anyone to measure what the brain loves in real-time that is used to improve outcomes inentertainment, education, advertising, and to monitor emotional wellness. He is a regular TEDspeaker and has appeared on Good Morning America, Dr. Phil, Fox & Friends, ABC Evening News,and his work has been reported in The New York Times, The Wall Street Journal, USA Today, Time,The Economist, Scientific American, Fast Company, Forbes, and many others.

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