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WEBINAR

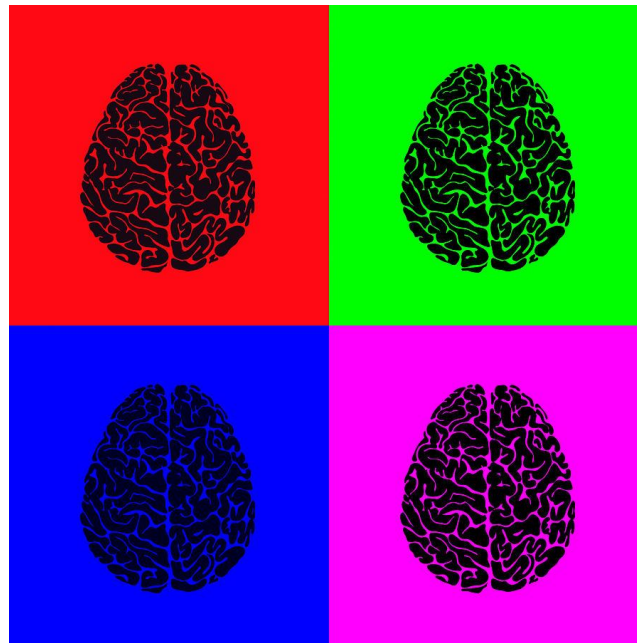
*Neuro-Persuasion:  
Discover the Secrets of the Science of Persuasion  
and Communicate Effectively!*

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Optimal HR  
Group

*Webinar “Discover the Secrets of the Science of Persuasion and Communicate Effectively!”*



There is a basic flaw on how we communicate. If this was not the case, then every message would be clear, and confusions, misunderstandings, and market failures would be rare. To solve this problem the speaker will be using neuroscience, behavioural models, experimental data, and case studies to demonstrate comprehensively that professionals should urgently learn new ways to do marketing, communications, and sales. The two available options are straightforward: to continue sending messages to the wrong parts of our customers’ brain and achieve nothing OR to focus the right message to the right part of the brain and get results.

## Webinar Goals

Participants will learn how to:

- ✓ Break misunderstandings and myths concerning our brain
- ✓ Fully understand the brain approach to persuasion, marketing, and sales
- ✓ Explore how communication really works within the brain
- ✓ Create a comprehensive model for applying brain-based persuasion
- ✓ Make their own brain 'persuasion-ready' and achieve more

## Webinar Contents

- Brain Structure and Decision Making
- Communication Mistakes
- Information vs Emotion
- Persuasion Models

Webinar lasts **2 x 60'** and will be performed through the zoom platform.