

THE SCIENCE OF INFLUENCE

Start Date:	28/09/2026	End Date:	02/10/2026
Categories:	Wellbeing & Personal Dev	Venues:	Amsterdam
Formats:	In Person	Instructors:	

OVERVIEW

Grounded in neuroscience and behavioral psychology, The Science of Influence empowers professionals with the tools to ethically and effectively shape decisions, build trust, and drive action. Participants will explore how to activate neurological “happy chemicals,” navigate resistance with precision, and influence diverse individuals using persuasive language, powerful questions, and adaptive communication. The course blends cognitive theory with practical tools to elevate confidence, impact, and connection in every interaction.

OBJECTIVES

By the end of this course, participants will be able to:

- Understand how the brain processes persuasive information and emotional cues
- Trigger neurotransmitters (dopamine, serotonin, oxytocin, and endorphins) to build rapport and trust
- Apply influence frameworks such as Cialdini's 6 Principles and Kahneman's cognitive biases
- Adapt body language and communication to suit diverse psychological profiles
- Navigate objections and resistance using science-backed messaging strategies
- Use questioning techniques to uncover motivations and drive strategic commitments
- Build and deliver high-impact elevator pitches using structured templates

COURSE OUTLINE

Neuroscience of Influence and the Role of Happy Chemicals
Objection Handling and Communication Adaptation
Psychological Profiling and Mirroring Techniques
Cialdini's Principles of Influence
Framing, Labelling, and Cognitive Bias Awareness
Strategic Commitments, Inoculation Theory, and the 5 Whys
Elevator Pitch Design for Influence and Memorability

TARGET AUDIENCE

This course is ideal for All Supervisory Levels, middle management professionals—team leads, product managers, project supervisors, stakeholder liaisons—who are looking to boost their influence, persuasion, and communication skills to drive collaboration, buy-in, and engagement.

METHODOLOGY

This highly interactive program emphasizes experiential learning grounded in scientific principles. Participants will engage in scenario-based role plays, bias recognition games, live feedback

sessions, and peer coaching to sharpen influence techniques. Group exercises such as emotional state-shifting simulations, communication style adaptations, and commitment-driven negotiations provide an immersive environment to practice influence in real time. Reflection and feedback loops enhance both self-awareness and interpersonal agility. Every technique is rooted in research, but delivered through action, iteration, and discussion.

CONCLUSION

Participants will leave equipped with a powerful influence toolkit—grounded in neuroscience and sharpened through practice—to communicate with clarity, shape decisions, and lead with confidence in any professional setting.

DAILY AGENDA

Day 1: The Neuroscience of Persuasion

Explore how to influence through brain-based strategies by triggering happy chemicals, handling objections, and adapting communication styles to psychological profiles.

Day 2: Psychological Principles of Influence

Leverage Cialdini's 6 principles, recognize cognitive biases, and apply framing and labelling techniques to guide perception and decision-making.

Day 3: Commitment, Resistance, and Persuasive Messaging

Master commitment-based questioning, apply inoculation theory, and design compelling elevator pitches that trigger emotional resonance and lasting impact.

Day 4: Behavioral Biases, Framing & Psychological Positioning

Learn how to ethically influence perception and decision-making by leveraging behavioral economics, cognitive biases, and powerful framing strategies that guide the brain toward action.

Day 5: Sustaining Influence Through Trust, Storytelling & Strategic Follow-Through

Master the art of long-term influence by combining credibility, emotional resonance, and narrative structure to build trust and shape decisions well beyond the first conversation.

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