

Jonah Berger

Best-Selling Author and Expert on Innovation, Disruption, and Change

Magic Words: What to Say to Get Your Way From emails and power points to phone calls and pitch meetings, almost everything we do involves words. Words are how we persuade, communicate, and connect. But certain words are more impactful than others. They're better at changing minds, engaging listeners, and driving action. What are these magic words, and how can we take advantage of their power? This talk provides an inside look at the new science of language and how you can use it. Learn the words that convince clients, captivate audiences, and deepen social connection. How to ask the right questions, hold attention, speak with confidence, and design presentations, pitches, and other types of content for maximum impact. And how the words others use reveal hidden information about their interests, actions, and intent. Whether you're trying to persuade a customer, motivate a team, or get a whole organization to see things differently, this course will show you how to leverage the power of magic words.

How to Change Anyone's Mind Everyone has something they want to change. Salespeople want to change the customer's mind. Managers want to change employee behavior. Leaders want to change the way an entire organization does business. But change is hard. We persuade and cajole and push and push, but even after all that work, often nothing happens. Things change at a glacial pace, if at all. Could there be a better way? This talk outlines a revolutionary approach to change. Successful change isn't about pushing harder or exerting more energy. It's about removing barriers. Overcoming resistance by reducing friction and lowering the hurdles to action. Discover the hidden factors that impede change, why your biggest competitor is inertia, and why big changes require asking for less, not pushing for more. Whether you're trying to change how consumers think, motivate people to act, or shift the way an entire industry does business, this talk will teach you how to become a catalyst.

How to Make Things Catch On Why do some things catch on and become popular while others falter? And how can we generate more word of mouth for a product or initiative we're working on? This talk reveals the secret science behind word-of-mouth and social transmission. Discover how six basic principles drive all sorts of things to become popular. If you've ever wondered why certain brands get more word of mouth, stories get shared, or content goes viral, this talk will explain why, and illustrate how to leverage these ideas to craft contagious content.

Returning to Growth in the New World Our world has recently undergone unprecedented change at a rapid pace. From remote work and online retail to shifting customer needs and employee mindsets, many things are different than they were before. But as we return to a new normal, smart companies and industries are recognizing the opportunity to also return to growth. How can you get your people on the right track and focused to take advantage of these emerging opportunities? This talk reveals how organizations can act now to succeed in the new world. It outlines the changes in

consumer and customer behavior that have occurred, which new trends are here to stay, and how to thrive in the new reality we all find ourselves in. How organizations and industries can adapt and motivate their leaders and employees to get on board, and how to pivot strategy, thinking beyond crisis, and change minds to drive success.