

SEPT 2020

MODULE 1

LEADERSHIP AND MANAGEMENT
PRACTICE FOR THE
CONSTRUCTION SECTOR

INFLUENCING





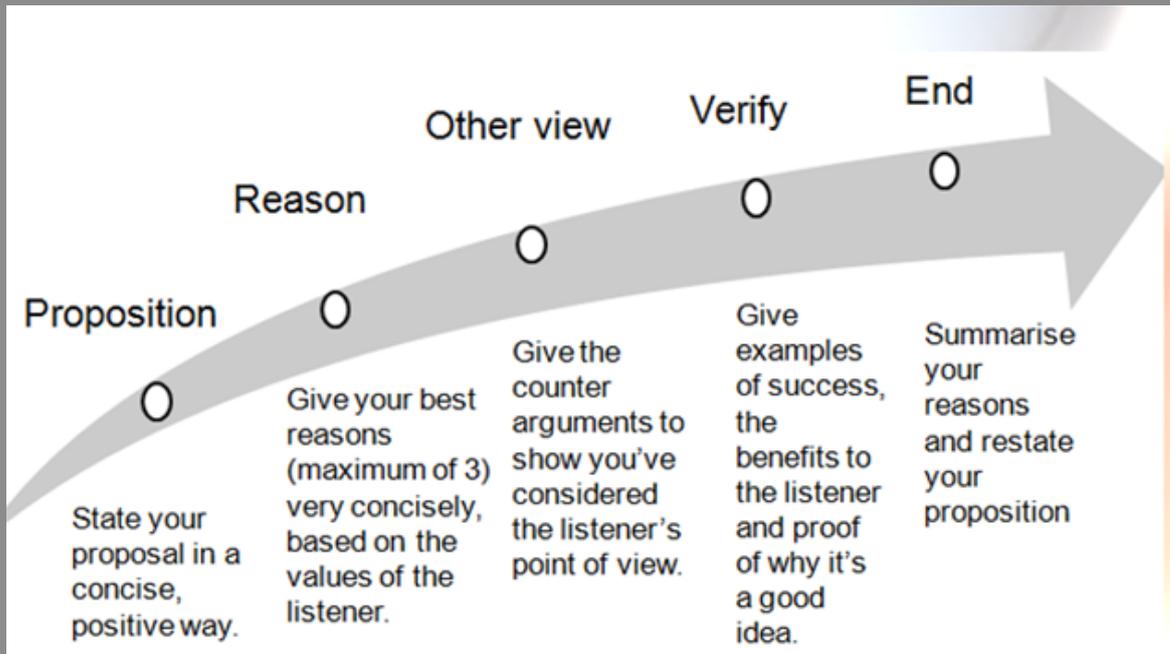
SOURCE: 6 PRINCIPLES OF INFLUENCE, ROBERT CIALDINI (1984)

In 1984, Dr. Robert B. Cialdini wrote a book called *Influence: The Psychology of Persuasion*. Since then, it's been widely hailed as a seminal book on persuasion and marketing.

Cialdini's **Six Principles of Influence** are:

1. Reciprocity
2. Commitment/Consistency
3. Consensus /Social proof
4. Authority
5. Similarity/Liking
6. Scarcity





Please type any notes in the boxes below:

