IMS



THE SCIENCE OF TRUST - THE HIDDEN FACTORS THAT MAKE OR BREAK OUR RELATIONSHIPS
with Jon Levy
Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

THE SCIENCE OF TRUST - THE HIDDEN FACTORS THAT MAKE OR BREAK OUR RELATIONSHIPS

Trust is often said to be the most important factor in a relationship, but what is it made of? And how do you build it quickly or at distance? The truth is, most of what we do to build trusted relationships is harming them. Join behavioral scientist and New York Times best-selling author Jon Levy as we learn:

- The surprising technique used by a furniture company that has you care more about the product
- Why you should always ask for favors even when you don't need them
- The biggest mistakes we all make that limits how much people trust us
- How to develop trust in relationships at a distance as our connections become more virtual

JON LEVY

Jon Levy is a behavioral scientist and New York Times best-selling author known for his work in human connection, trust, and influence. In Levy's latest book, You're Invited, readers are guided through the art and science of creating deep and meaningful connections with anyone, regardless of their stature or celebrity. Levy teaches how to develop influence, gain trust, and build community so that we can make a greater impact and achieve what's important to us. He specializes in applying the latest research to transform the ways companies approach marketing, sales, consumer engagement, and culture. His clients range from Fortune 500 brands to startups.

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