



MAGIC WORDS: WHAT TO SAY TO GET YOUR WAY  
with Dr. Jonah Berger  
Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

## MAGIC WORDS: WHAT TO SAY TO GET YOUR WAY

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Almost everything we do involves words. From emails and power points to phone calls and pitch meetings, 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 program 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. How new AI technologies like ChatGPT produce award winning essays 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 book will show you how to leverage the power of magic words.

## DR. JONAH BERGER

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Jonah Berger is a Wharton School professor and internationally bestselling author of Magic Words, Contagious, Invisible Influence, and The Catalyst.

Dr. Berger is a world-renowned expert on natural language processing, change, word of mouth, influence, consumer behavior, and why things catch on. He has published over 80 articles in top-tier academic journals, teaches one of the world's most popular online courses, and popular outlets like The New York Times and Harvard Business Review often cover his work. Berger has keynoted hundreds of major conferences and events like SXSW and Cannes Lions, advises various early-stage companies, and consults for organizations like Apple, Google, Nike, Amazon, GE, Moderna, and The Gates Foundation.

Here are some examples of media coverage: NPR's Marketplace, Wall Street Journal, CNBC, USA Today, Fast Company Profile, Harvard Business Review, and The New York Times.

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