



BECOMING A CATALYST: HOW TO CHANGE ANYONE'S MIND

with Dr. Jonah Berger

Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

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Everyone has something they want to change. Successful change agents know that it's not about pushing harder or providing more information; it's about being a catalyst. Catalysts remove roadblocks and reduce the barriers to change. Instead of asking, "How could I change someone's mind?" they ask a different question: "Why haven't they changed already? What's stopping them?" Overcoming resistance by reducing friction and lowering the hurdles to action.

This program will help you discover the hidden factors that impede change, why inertia is your biggest competitor, 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 program will teach you how to become a catalyst.

DR. JONAH BERGER

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*.[ited](#).

FOR REGISTRATION PLEASE CONTACT: **Spiro Serpanos** - IMS Regional Director - Washington-D.C.

Phone: **+1 (202) 367-6226** Email: wadc@ims-online.com Website:

<https://ims-online.com/leadership-development/Washington-D.C./27>