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School
of Management



ON DEMAND

**WOBI PRESENTS THE
EXCLUSIVE MASTERCLASS ON
LEADING
CHANGE with
ZOE CHANCE**

LEADING EXPERT ON
PERSUASION AND DECISION
MAKING



**IN THIS MASTERCLASS
YOU WILL LEARN:**

- Develop leadership strategies based on persuasion and influence
- Strategically aligning your teams to achieve a common goal
- Learn the techniques necessary to effectively lead change in an organization

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ABOUT ZOE CHANCE

Leading expert on persuasion and decision making

Professor and researcher at the Yale School of Management for more than a decade, Zoe Chance is an expert in persuasion and in developing strategies for making a positive impact on the world through interpersonal influence.

Chance holds a PhD in Marketing from Harvard Business School and currently teaches the most popular course at the Yale School of Management, based on her international bestseller *Influence Is Your Superpower: The Science of Winning Hearts, Sparking Change and Making Good Things Happen* (2022). Thanks to his research in neuroscience, psychology and behavioral economics, Chance explains how to transform the lives of people and organizations to make the world a better place through the impact we have on others.

Her framework for behavior change is the foundation for Google's global food policy and before academia, she managed a \$200 million segment of the Barbie brand at Mattel. Her research has been published in prestigious magazines and newspapers such as *The New York Times*, *BBC* and *The Economist*.



*It's more important than how we try to influence them,
when or where.*



MASTERCLASS SESSIONS

SESSION 1

45 min

THE MOTHER OF ALL MISCONCEPTIONS

- The foundational science: a behavioral economics perspective
- Why you might not even need to change people's minds
- Revealing the biggest influence on behavior

SESSION 2

45 min

THE LIFE-CHANGING MAGIC OF A SIMPLE FRAME

- Why framing is a leader's most important persuasion strategy
- Introducing the three most powerful frames
- The Magic Question

4
SESSIONS

1.5
HOURS

DIGITAL
MASTERCLASS



MASTERCLASS SESSIONS

SESSION 3

45 min

HANDLING RESISTANCE (AKA INNER 2-YEAR-OLDS)

- The problem of bad bosses (which may also include you)
- Dealing with boundaries: saying & hearing “no”
- The secret to deep listening, even in conflict

SESSION 4

45 min

CHARISMA AS A LEADERSHIP SKILL LEADERSHIP

- Why charisma is not something you are, it's something you do
- The relationship between power and charisma
- Simple strategies for becoming more charismatic

4 **1.5** **DIGITAL**
SESSIONS HOURS MASTERCLASS



BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
- **Executive Summary:** Written overview of key learnings from each session
- **Multi-Language:** All sessions available in English, Spanish, and Italian
- **Content:** 3 hours of content

PRICES

INDIVIDUAL	GROUPS
249 ^{USD}	3 tickets 639 ^{USD}
	5 tickets 1,039 ^{USD}
	10 tickets 1,999 ^{USD}



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