

PRINCIPLES OF PERSUASION (POP) WORKSHOP

(BASED ON SCIENTIFIC RESEARCH OF
DR. ROBERT CIALDINI, AUTHOR,
INFLUENCE: SCIENCE & PRACTICE)



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CK Khoo
Certified Facilitator
Emotional Capability



Mr. Khoo Cheok Kau is an experienced facilitator, human resource practitioner for several multi-national companies in Malaysia and regularly facilitates training not only in Malaysia but also other Asia Pacific countries and the Middle East.

He has obtained numerous certifications in training from established and credible training organizations in the U.S.A. Backed by his vast working experience in the manufacturing and service industries, Mr. Khoo has received excellent evaluation from participants. He is one of the few persons in the world to be trained specially by Dr. Robert Cialdini, the Regent Professor from Arizona State University and the world most cited expert in the principles of persuasion.

Prof. Robert Cialdini has this to say about CK Khoo: "Watching CK Khoo perform as a presenter and trainer is a genuine pleasure. He knows his material well, and he knows how to present it beautifully. I am very glad to have him as my partner."

For more information:

To learn more about the Emotional Capability Profile or to discuss its particular application to you or your organization, will you please contact us: