



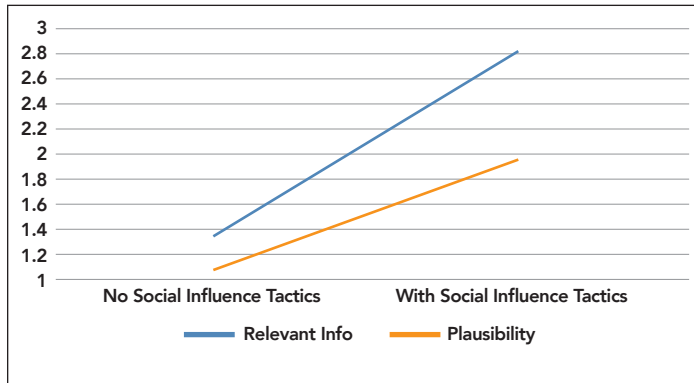
TACTICAL PERSUASION AND INFLUENCE COURSE USING BEHAVIORAL INDICATORS

Win people to your way of thinking

Persuading and influencing others is a crucial skill for business leaders, negotiators, salespersons, health professionals and security personnel alike. PARM provides a unique training opportunity that teaches individuals how to get initially uncooperative individuals to become cooperative and compliant. The training is based on well-known scientific principles that can be applied subtly, and not so subtly, to influence individuals to give information, purchase goods, or agree with ideas. For security professionals, these techniques can be used to guide uncooperative individuals to recall and report information, confess to acts, admit to facts, or share sources that were previously undisclosed.

**The Benefits of Tactical Persuasion and Influence in Investigative Interviews**

Increase in Relevant Details and Plausibility in Statements Produced by Liars

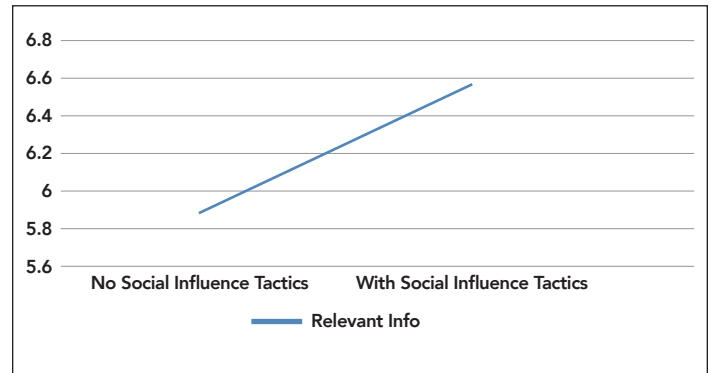


Based on six key principles of persuasion and influence that have been well documented in the scientific literature, some of which produced by Humintell scientists, we deliver a creative, unique, and experiential learning environment in which participants will explore how to use various psychological techniques to advocate, influence, and convince others. Our course goes well beyond any competitor in that we blend our unique training techniques of reading nonverbal behaviors to discern different points of view, detect emotions and intentions, and read unspoken thoughts and opinions in guiding the persuasion and influence process. The combination of well-documented principles of persuasion and influence and state-of-the-art research and theory on nonverbal behaviors make this course truly unique.

The objective of this course is to provide trainees with the knowledge, skills, and attitudes needed to persuade individuals, whether within the U.S. or across cultures. Participants will learn multiple principles, strategies, and tactics that can be universally applied to persuading, influencing, and reading others.

**The Benefits of Tactical Persuasion and Influence in Investigative Interviews**

Increase in Rapport in Interactions



Graphs' Credit: From Matsumoto D, Hwang HC. Social influence in investigative interviews: The effects of reciprocity. Applied Cognitive Psychology. 2018;1-8. <https://doi.org/10.1002/>

- **Get initially uncooperative individuals to become cooperative and compliant.**
- **Guide uncooperative individuals to recall and report information, confess to acts, admit to facts, or share sources that were previously undisclosed.**
- **Based on well-known, scientifically based principles of persuasion and influence.**
- **Tactically powered by the reading of behavioral indicators of emotions, intentions, and unspoken thoughts.**