

May 27, 2004

Re: Myer Sankary

To whom it may concern:

I recently spent four intensive days with Myer Sankary in a rigorous workshop designed to train individuals to deliver the Principles of Persuasion program, which is based on 30 years of my work into the psychology of social influence. During those four days, I found myself highly impressed with Mr. Sankary along a number of dimensions that are crucial to high quality program delivery.

First, Mr. Sankary is very bright. He brought a quickness of mind (and wit) to the material that allowed program participants to see even its subtle meanings and implications clearly and rapidly. Second, he was highly conscientious in his preparations for each day's undertakings. It was this combination of his natural intelligence and his dedication to the task at hand that contributed synergistically to the success of his presentations. Throughout, he exhibited an engaging interpersonal demeanor and a set of sharply-honed communication skills that kept his audience fully focused. Finally, I was especially impressed with how he was consistently able to develop innovative and creative ways to apply the principles of persuasion to the work of mediators and lawyers, which is his field of expertise.

In all, I am confident that Mr. Sankary possesses the traits and abilities to present the Principles of Persuasion program in a fashion that will give the participants valuable new insights, enable them to apply these insights immediately with considerable effect, and make me proud in the process.

Sincerely,



Robert B. Cialdini
President, Influence at Work
and
Regents' Professor of Psychology
Arizona State University