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| ABOUTJONAH BERGERJonah Berger is a Wharton School professor and internationally bestselling author of [*Magic Words*](https://bit.ly/_MagicWords), [*Contagious*](https://www.amazon.com/Contagious-Why-Things-Catch-On/dp/1451686579/ref%3Dtmm_hrd_title_0), [*Invisible Influence*](https://www.amazon.com/Invisible-Influence-Hidden-Forces-Behavior/dp/1476759731/ref%3Dsr_1_1?crid=2CUR9MF0JMHE0&keywords=invisible+influence&qid=1579897026&s=books&sprefix=invisble+in,stripbooks,146&sr=1-1), and [*The Catalyst*](https://www.amazon.com/gp/product/1982108606/ref%3Das_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=1982108606&linkCode=as2&tag=jb0e4-20&linkId=392e01e82e1e5fa27f32981659da4227).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*](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.marketplace.org_topics_life_big-2Dbook_why-2Dwe-2Dfollow-2Dtrends-2Deven-2Dbad-2Dones&d=DwMFAg&c=jGUuvAdBXp_VqQ6t0yah2g&r=k2A-7PKfT5O1P-AyB0QF6SMwlFQ4bSIXFjPu-KBCFGu40iW8u_suez-rzZPNNWp1&m=iJJ8HhHCGp12D1TY2vHhj7nGhkNBkkyJtTFJMAH7RPQ&s=Kimzd_PecIYrhYDiMV479RxGpUGtpX6woDPRjpkT3oo&e=), [Wall Street Journal](https://www.wsj.com/articles/how-to-change-anyones-mind-11582301073), [*CNBC*](https://urldefense.proofpoint.com/v2/url?u=http-3A__video.cnbc.com_gallery_-3Fplay-3D1-26video-3D3000173972&d=DwMFAg&c=jGUuvAdBXp_VqQ6t0yah2g&r=k2A-7PKfT5O1P-AyB0QF6SMwlFQ4bSIXFjPu-KBCFGu40iW8u_suez-rzZPNNWp1&m=iJJ8HhHCGp12D1TY2vHhj7nGhkNBkkyJtTFJMAH7RPQ&s=KtFG4IdDBvXSflz9cThC8c9LaMCjQdcdOH-3CH7fVHU&e=), [*USA Today*](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.usatoday.com_story_news_nation_2013_03_03_contagious-2Dberger-2Dbook-2Dviral_1957985_&d=DwMFAg&c=jGUuvAdBXp_VqQ6t0yah2g&r=k2A-7PKfT5O1P-AyB0QF6SMwlFQ4bSIXFjPu-KBCFGu40iW8u_suez-rzZPNNWp1&m=iJJ8HhHCGp12D1TY2vHhj7nGhkNBkkyJtTFJMAH7RPQ&s=RXUtFpCyUFjk4hUClHaD7LX7WmDJ-a5lQIVjgDGLPV4&e=), [*Fast Company* Profile](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.fastcompany.com_3006693_fifty-2Dpercent-2Dof-2Dthe-2Dtipping-2Dpoint-2Dis-2Dwrong-2Djonah-2Dberger-2Dshows-2Dyou-2Dwhich-2Dhalf&d=DwMFAg&c=jGUuvAdBXp_VqQ6t0yah2g&r=k2A-7PKfT5O1P-AyB0QF6SMwlFQ4bSIXFjPu-KBCFGu40iW8u_suez-rzZPNNWp1&m=iJJ8HhHCGp12D1TY2vHhj7nGhkNBkkyJtTFJMAH7RPQ&s=BfvF5b0FX4pUKMctOIlNnAZTajq2JLujZbpymiRw-EU&e=), [*Harvard Business Review*](https://hbr.org/2016/07/the-goldilocks-theory-of-product-success), and [*The New York Times*](https://www.nytimes.com/2019/11/10/smarter-living/how-to-sound-more-confident-persuasive.html).He received a BA from Stanford University in Human Judgment and Decision Making, and a PhD from Stanford in Marketing. |





LEADERCAMP

THE CATALYST

HOW TO CHANGE ANYONE’S MIND

WITH

JONAH BERGER

APRIL 9, 2024

What do you want to change? Everyone has something they want to change. Employees want to change their boss’ mind and leaders want to change organizations. Marketers want to change customers’ minds and spouses want to change their partner’s opinion. Parents want to change their children’s’ behavior, startups want to change industries, and non-profits want to change the world.

But change is hard. We push and push, but often nothing happens. Could there be a better way?

In this Leadercamp, Wharton School professor and bestselling author Jonah Berger introduces a revolutionary approach to change. Successful change isn’t about pushing harder or exerting more energy. It’s about removing barriers. Overcoming resistance by reducing friction and lowering the hurdles to action. Discover the five hidden factors that impede change, and how by mitigating them, you can change anything.

PARTICIPANTS WILL LEARN ABOUT

* **REACTANCE:** Rather than telling people what to do, or trying to persuade, catalysts allow for agency and encourage people to convince themselves.
* **ENDOWMENT:** To ease endowment, we need to surface the costs of inaction, burn the ships, and frame new things as regaining a loss
* **DISTANCE:** Find an unsticking point and use it to switch the field
* **UNCERTAINTY:** To get people to un-pause, increase trialability
* **CORROBORATING EVIDENCE:** Use multiple sources, concentrate them close in time, and figure out whether you need a firehose or a sprinkler.

****PREPARING FOR
THE LEADERCAMP

The Leadercamp Guide can be used as a tool for facilitators and participants to get the most out of a Leadercamp experience. It includes an overview of what will be covered in the Leadercamp, information about the presenter, and suggestions for different ways you and your team can learn together or individually. Each guide concludes with application and reflection prompts to apply what you've learned.

## About This Guide

This guide will help you prepare for and facilitate the program ***THE CATALYST: HOW TO CHANGE ANYONE’S MIND***. The purpose of this guide is to help you generate a dialogue among participants and apply key concepts from the presentation to your own learning objectives. The guide can be leveraged effectively for both large and small groups.

## The Audience

This program is for executives, managers, supervisors, and line staff. Ideally, the materials should be presented in a group setting, where the responses of others can be discussed and shared.

## Watch As a Team

Prior to the Leadercamp, Zoom links are set up in Percipio. To host the Leadercamp for your team with Zoom, clink on the Zoom link for the Leadercamp so that it's ready to start on your screen. Then start a Zoom meeting, share your screen, and when you get asked what you want to share, choose the browser window with the Leadercamp ready to play. Select **Share** and enjoy! Be sure to contribute to the discussion in the chat feature.

## For Individual Viewers

Watching alone this time? No problem. Click on the Zoom link in Percipio for the Leadercamp and begin watching. Get the most out of the event by participating in the conversation via the chat feature and by taking notes. And don’t forget to ask any questions you may have during the Q&A session.

APPLY WHAT
YOU’VE LEARNED

Answer these questions to reflect on the Leadercamp and reinforce the ideas, practices, and strategies you’ve learned.

1. What are some challenges you currently face in removing the barriers when trying to change someone’s mind?
2. What steps will you now to take to enact change?
3. Who could you ‘tell’ or share this with? Who would care and/or benefit the most?
4. In your pursuit to overcome resistance when trying to change someone’s mind, what are some techniques from this Leadercamp that you can implement?
5. ****What lesson will you apply from this Leadercamp? And how will you apply what you’ve learned?
6. What’s one thing this Leadercamp inspired you to do differently moving forward?