



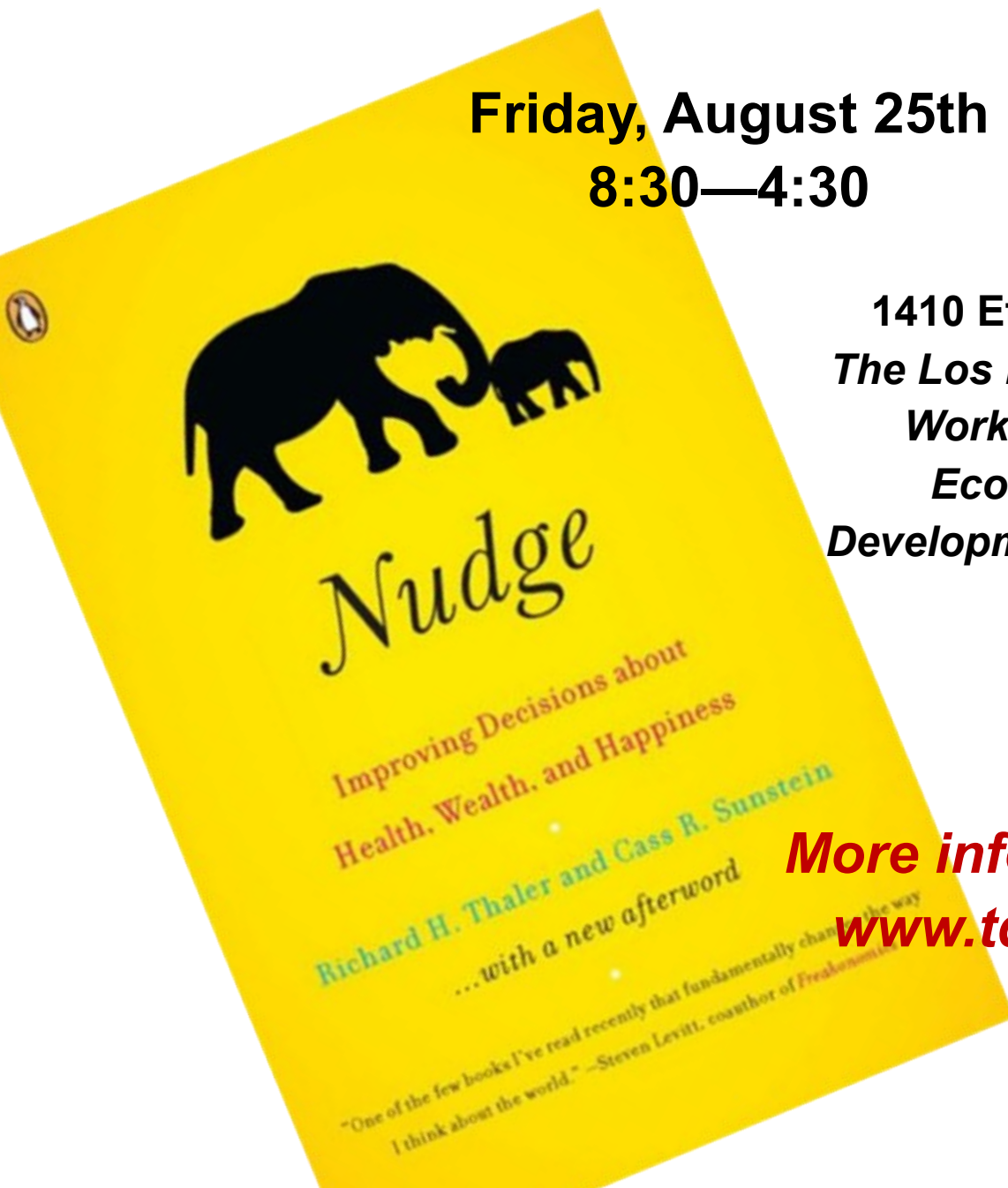
SACRAMENTO CHAPTER
Association for
Talent Development

**Influence, Persuade, Nudge: Master the Science
of Getting People to Take Action**

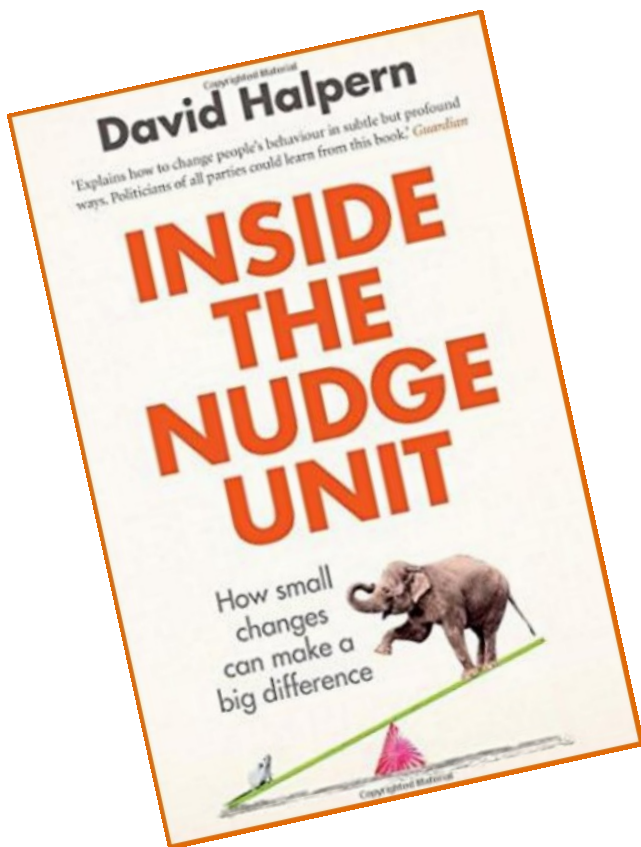
A Workshop for Training Professionals

**Friday, August 25th
8:30—4:30**

**1410 Ethan Way
The Los Rios CCD's
Workplace &
Economic
Development Center**



**More information?
www.tdsac.org**



Want to know more?

Would you like to experience how Nudging can be used by trainers before, during, and after training to increase the application of learned skills and tools?

Based on best selling books like *Nudge*, *Predictably Irrational*, and *Inside the Nudge Unit*". "Nudging" is a behavioral science approach to encouraging action now.

What you will learn and do in the workshop:

- 1) Discover a new way to influence the behavior of employees
- 2) Encounter the cognitive science behind nudging that resulted in a Nobel Prize in 2002
- 3) Determine which behaviors are most appropriate for a nudge
- 4) Practice a proven four-part method for crafting a powerful nudge
- 5) Use the method many times during the day to hone your nudging skills



Bruce Winner is the Custom Training Manager of the Government Training Academy of the Los Rios Community College District. Bruce has many years of training experience and a passion for the expanding role of the behavioral, social, and cognitive sciences for talent developers.