



# Philip Hesketh

Expert on Human Behaviour and The Psychology of Persuasion



## CSA CELEBRITY SPEAKERS

Philip Hesketh built an acclaimed £48m business in 17 consecutive years of growth and now shares the psychology of influence and persuasion as a full-time professional speaker. Setting Philip apart are his trademark 50 Killer Questions and authentic, battle-tested takeaways transforming lives.

**"Philip both commands the attention of an audience and captures its imagination"**

### In detail

The advertising agency business is at once insanely-competitive and cruelly punishing, known more for its many crash and burn failures than inspirational success stories. Philip grew his UK based agency and employed over 150 people, enjoying consistent growth with clients such as the BBC, Nestle, Walt Disney, General Accident and HSBC. Business success on all levels; as Procter & Gamble Salesman of The Year and growing his advertising agency through turbulent cycles, with steady, nurturing leadership and people-centric management. Philip is recognised as one of the world's leading experts on influence and persuasion.

### What he offers you

Philip inspires audiences with real world takeaways that increase sales, hold high prices, persuade, influence, control conversations and strengthen relationships. Ultimately he helps increase a team's effectiveness.

### How he presents

Philip's highly entertaining and motivational presentations never fail to inspire audiences all over the world.

### Topics

- The Psychology of Persuasion and Influence
- How to Build Relationships and Turn Them into Business Partnerships
- The Good-to-Great Graduation
- The 42 Minute MBA in Charm
- How to Sell More and Delight Your Clients and Customers
- How to Hold High Prices

### Languages

Philip presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone or e-mail us.



[watch video](#)

### Publications

#### 2020

Golden Rules for a Happy Life

#### 2015

Persuade: Using the Seven Drivers of Motivation to Master Influence and Persuasion

#### 2010

How to Persuade and Influence People: Powerful Techniques to Get Your Own Way More Often

#### 2005

Life's a Game So Fix the Odds: How to Be More Persuasive and Influential in Your Personal and Business Life - described as "the definitive guide to persuasion and influence"