

## **Keynote Speaker / Présentateur plénier Heath Slawner**



Heath Slawner is the only professional in Canada certified to deliver the Principles of Persuasion workshop ("PoP"), which is based on the lifelong work of Dr. Robert Cialdini and focuses on the ethical uses of influence tactics. He was a Seminar Leader at the McGill International Executive Institute and speaks often to groups on how to leverage the science of influence to achieve outstanding results.

Mr. Slawner specializes in the design and delivery of training workshops, and consults with clients around the world, including the United Nations, on performance development and strategic planning initiatives.

Besides the United Nations and its affiliated agencies, Mr. Slawner's private sector clients include Abbott Laboratories, Bell Canada, Eli Lilly, MetLife, Reader's Digest and Royal Bank of Canada. He also works extensively with nonprofits including Equitas - International Centre for Human Rights Education, and Youth Employment Services.

Mr. Slawner is a graduate of The Wharton School at the University of Pennsylvania in Philadelphia. With a focus on education and fundraising, he continually contributes to his community, both nationally and internationally.