



CHANGE THEIR MIND



6
Steps
to persuade
anyone anytime

SIMON HORTON

Praise for **Change Their Mind**

‘Packed with great insights, this will make you think, laugh – and produce great results. It’s such a fun read that you barely notice how much you are actually learning.’

Jack Nasher, Professor of Leadership and Organisation,
Munich Business School; author of *Convinced!*

‘We’re all so busy shouting at each other, we never listen anymore. Who knows, if we did maybe there’s more to agree on than we imagine. Horton’s book gives us some very clear practical steps on how to get our point across better. We’d do well if we gave it a try.’

Iain Dale, presenter of the evening show on LBC Radio;
one of Britain’s leading political commentators; author of
Why Can’t We All Just Get Along...

‘*Change Their Mind* draws on the methods of hostage negotiators, political campaigners and counsellors who work successfully with the toughest of patients. It’s very practical and full of stories that show exactly how these same methods work in everyday life too.’

Lord Daniel Finkelstein OBE, Associate Editor of *The Times*;
author of *Everything in Moderation*

‘This book is so full of wisdom on how to communicate actively for a life full of collective wellbeing – and so engaging – you won’t realise you have absorbed it! Yoda had been my guide on the fact that all our problems and potentials stem from just two emotions: love and fear. Now I have proper references for this and so much else thanks to Simon’s work.’

Dr Victoria Hurth, Fellow of University of Cambridge’s
Institute for Sustainability Leadership

Change Their Mind: 6 Practical Steps to Persuade Anyone Anytime

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