

CSU's Got Talent

Live webcasts featuring innovative & essential training for your professional and personal success!

Presented by Systemwide Learning & Development

January 16

10:00am - 11:00am PT

All CSU Staff and Faculty are invited to [attend this free Zoom webcast](#).



From emails and power points to phone calls and meetings, almost everything we do involves words. Words are how we persuade, communicate, and connect. But certain words are more impactful than others. They're better at changing minds, engaging listeners, and driving action. What are these magic words, and how can we take advantage of their power?

Join us for CSU's Got Talent on January 16 as Dr. Jonah Berger provides an inside look at the new science of language and how you can use it. Learn the words that convince, captivate, and deepen social connection.

About Jonah Berger, Ph.D.

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.

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This webcast will be recorded and available on CSU Learn, along with other past sessions of CSU'S Got Talent!