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Johnny Dzubak and AJ Harbinger, creators of *The Art of Charm* podcast, share how their podcast—and their subsequent training services—help people open up lines of communication and influence. They explain how positive feedback loops and other trained behaviours can make you more persuasive and discuss the skills that can help build trust and relationships. Johnny and AJ also describe how their work with Special Forces allowed them to communicate with other cultures to build valuable rapport.

[Listen to "Mastering the Art of Influence: Unleashing Your Inner Charm Featuring AJ and Johnny From The Art of Charm" on Spreaker.](#)

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Podcast series

The Persuasion Occasion

Hosted by Perkins Coie Consumer Products and Service litigators David Biderman and Jasmine Wetherell, each episode features a conversation with noted professionals about achieving success in disputes and negotiations.

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