



This certificate is bestowed upon

**Guillaume Mouleux**

**who has successfully completed  
the only official practitioner program**

based on Dr. Robert Cialdini's Principles of Persuasion

February 8, 2025

A handwritten signature in black ink, appearing to read 'Rob Cialdini'.

Dr. Robert Cialdini  
Founder Cialdini Institute

A handwritten signature in black ink, appearing to read 'Bas Wouters'.

Bas Wouters  
Co-Founder & CEO

gets  
you  
there

