

Be Bold, Be Brilliant, Be Gone

Helping the Audience's Brain Accept Your Message

Presented by John Freisinger

Be **Bold!**

You only have 8 seconds before your message is accepted or rejected.

This is because of the Hippocampus.

Short Circuit	Support
Patterns that are not expected	Tell a story
Bold question	Find and emotional connection
Unexpected opening	Relate to know facts or biases
Physical dynamics	Relate to a commonality

Be **Brilliant!**

Our default cortical strategy is Motivated Reasoning Strategy.

The cortex responds to logic.

Make is **SExSI!**

S Stories

Ex Examples

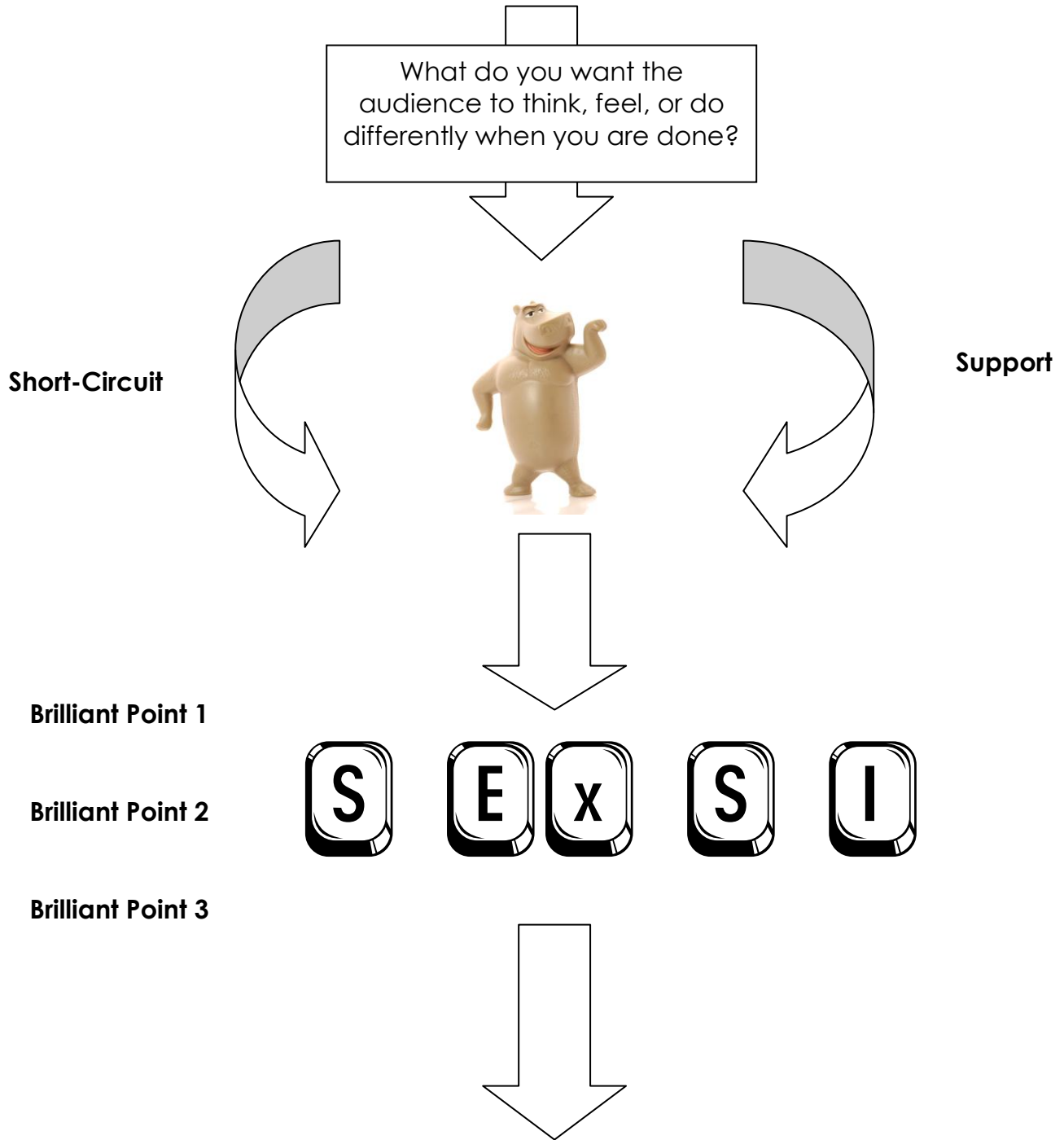
S Statistics

I Interaction

Be **Gone!**

Humans can only focus on a task for about 20 minutes.

Review, Reinforce, and Resources.



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