

# 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

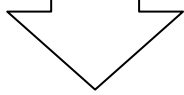
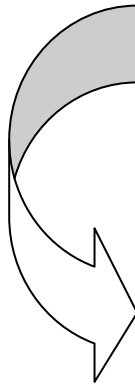
### Be **Gone!**

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

Review, Reinforce, and Resources.

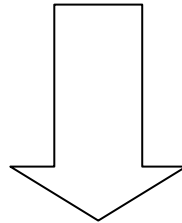
What do you want the audience to think, feel, or do differently when you are done?

Short-Circuit



Support

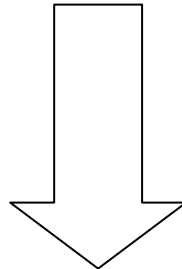
Brilliant Point 1



Brilliant Point 2



Brilliant Point 3



**Review, Reinforce and Resources**