

Be Bold, Be Brilliant, Be Gone

Helping the Audience's Brain Accept Your Message

Presented by John Freisinger

Be **Bold!**

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

This is because of the _____.

Short Circuit	Support

Be **Brilliant!**

Our default cortical strategy is _____
_____.

The cortex responds to _____.

Make is **SESSI!**

S _____

Ex _____

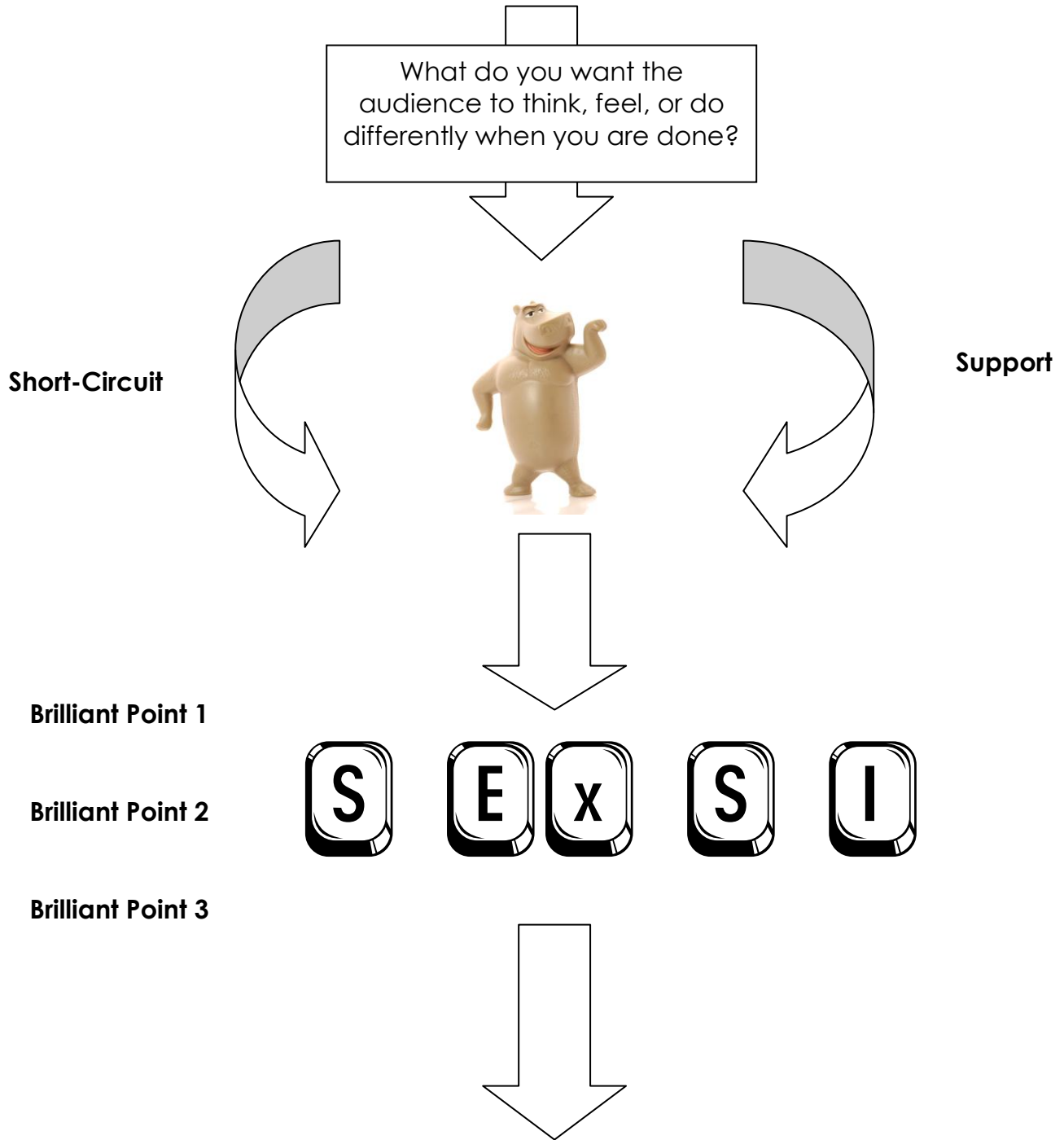
S _____

I _____

Be **Gone!**

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

R_____, R_____, and R_____.



Review, Reinforce and Resources