

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 _____

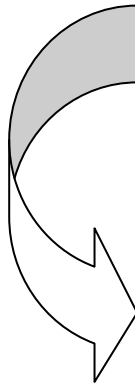
Be **Gone!**

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

R_____, R_____, and R_____.

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

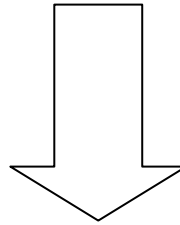
Short-Circuit



Support



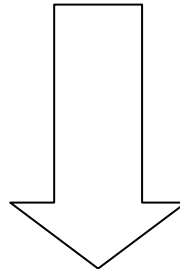
Brilliant Point 1



Brilliant Point 2

S E X S I

Brilliant Point 3



Review, Reinforce and Resources