

THE SCIENCE OF INFLUENCE

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What would it mean to your business if you improved your ability to influence?

#1 Out-Prep, Out-Play

- Make yourself noticeably different
- Don't practice until you get it right, practice until you can't get it wrong

#2 Clarity Wins

- It's not about you
- Chunk it up – remember the pantry!

#3 Conviction Converts

- Stories stick – build your library
- Kill the crutch words
- Film yourself