

CONNECT

More than facts

THE SITUATION

You're about to perform: a pitch to an investor, a first meeting with a new partner or a change message to your team. You have the arguments, but they also need to be remembered.

THE KEY INSIGHT

People remember stories and trust those they feel connected to.

Stories are remembered far better than facts and data, because they give the brain a person, a sequence and a feeling to hang the information on. And mirroring, meeting the other person in language, energy and pace, is a shortcut to trust.

DO IT

Wrap one skill in a story

A specific situation, what you did, and what it achieved. Link it to exactly what they need. Let data be the proof, not the message.

Mirror them

Use their words and their language, match their energy and pace, and mirror their body language discreetly.

Ask one curious question

"What matters most to you right now?" A genuine question shifts the focus from your nerves to the other person, and gives you something to connect your story to.

COMMIT · YOUR PLAN

Choose one technique, and use it within the next 48 hours.

If

then

1 · TEST

Use the technique in a real situation.

2 · REFLECT

What worked? What did you notice?

3 · ADJUST

Adapt it, and test again.

Repetition is what turns it into a habit.