

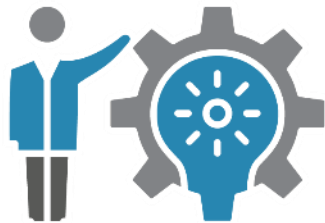


Beyond Limits – Building Influence

A Behavioral Approach to Persuasion

What is *Behavioral Intelligence*?

The application of skills and abilities to accurately **explain** existing behavior, **predict** future behavior, **influence** other people's behavior, and **control** one's own behavior.



Explain



Predict



Influence



Control

What is Influence?

Limbic System – Friend or Foe?

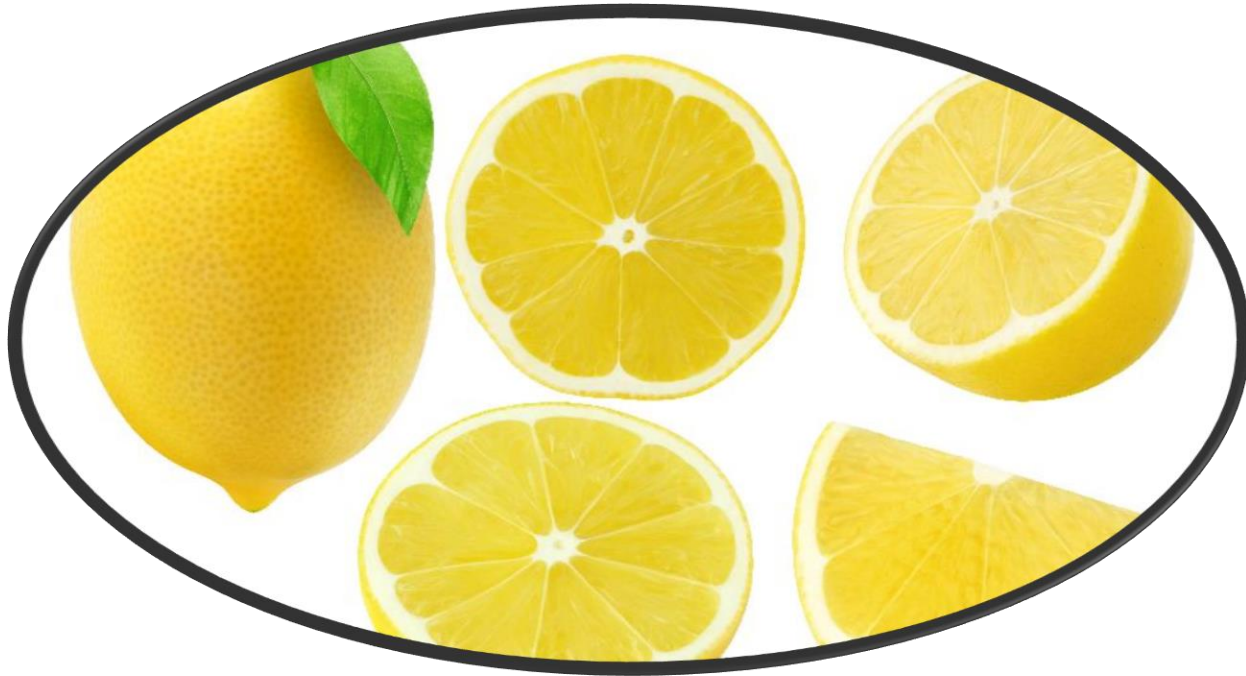


Top 5 Ways to Improve Influence

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1

Maintain a Positive Attitude



2

Tap Into People's Purpose



3

Spend Time on Communication



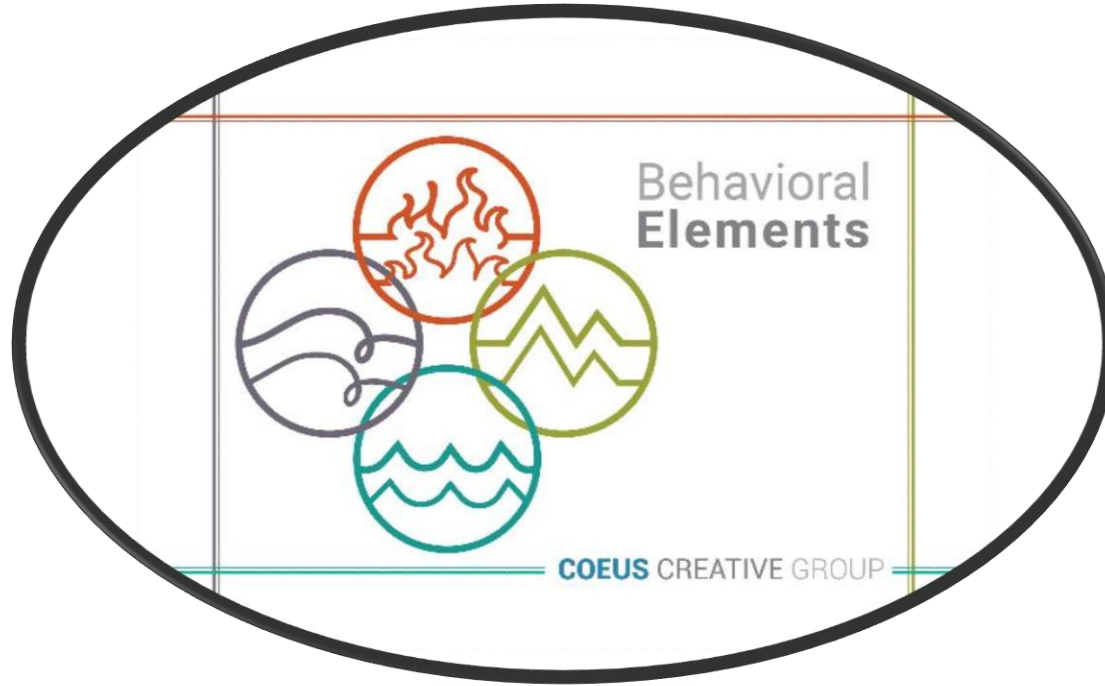
4

Build Rapport and Trust



5

Behave Intelligently – Match Styles



Thank you!

Jay Johnson

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