



# *The Gauntlet Penultima*

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# *Outline*

- Weapons of Influence Refresher
- The Gauntlet

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# *Checklist*

- Reciprocity
- Commitment/ Consistency
- Social Proof
- Liking
- Authority
- Scarcity

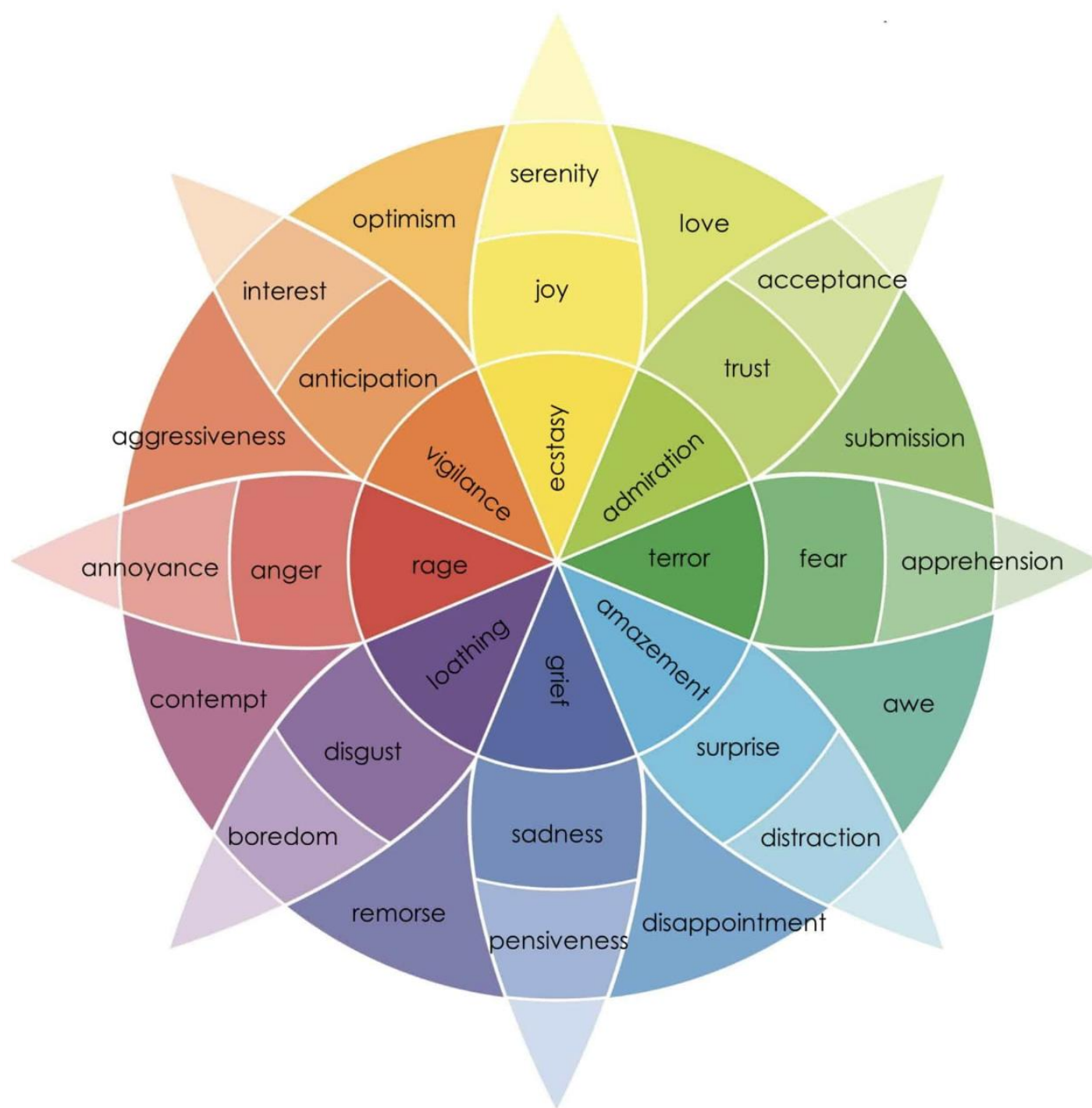
# *Refined Checklist*

YOU ARE UNIQUE

# *Refined Checklist*

**YOU ARE UNIQUE**

**WHAT PRINCIPLES HAVE YOU LEARNED ABOUT  
YOURSELF?**



# LEAVES ON A STREAM



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- Weapons of Influence Refresher
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# *Rules*

- You have **five minutes** to present on a technical topic of your choosing
- Following the presentation, I will provide **immediate feedback**
- Listeners will express – *very briefly* – how they **felt** during your presentation
- You will incorporate this feedback into your next presentation

**MOST OF THE CLASS GOING FORWARD WILL CONSIST OF  
PRACTICE**

**WE MASTER BY DOING**