



Weapons of Influence

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Outline

- Weapons of Influence
- Training Emotional Competence

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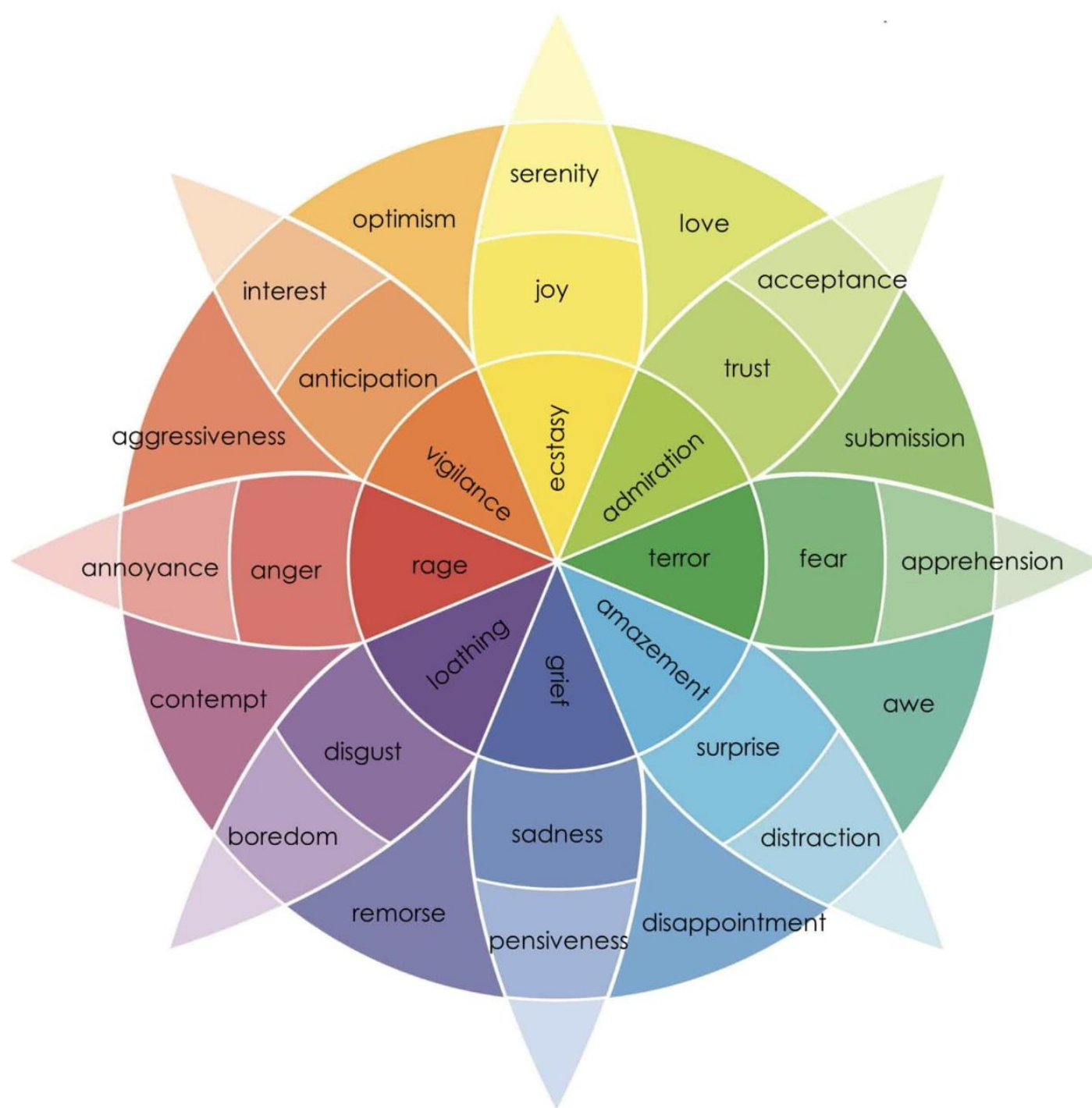
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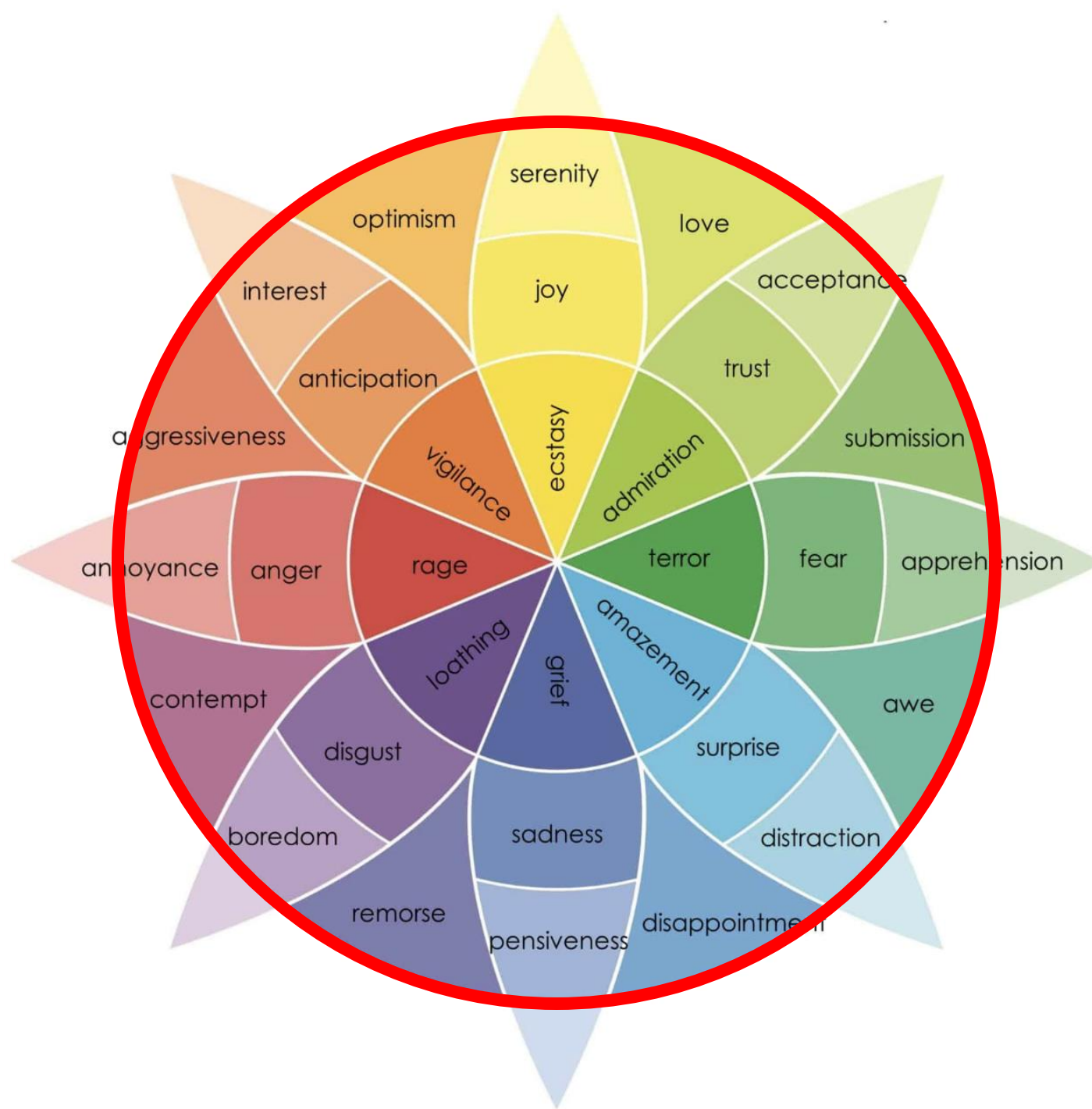
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- **Scarcity** People assign more value to limited opportunities (**FOMO**)

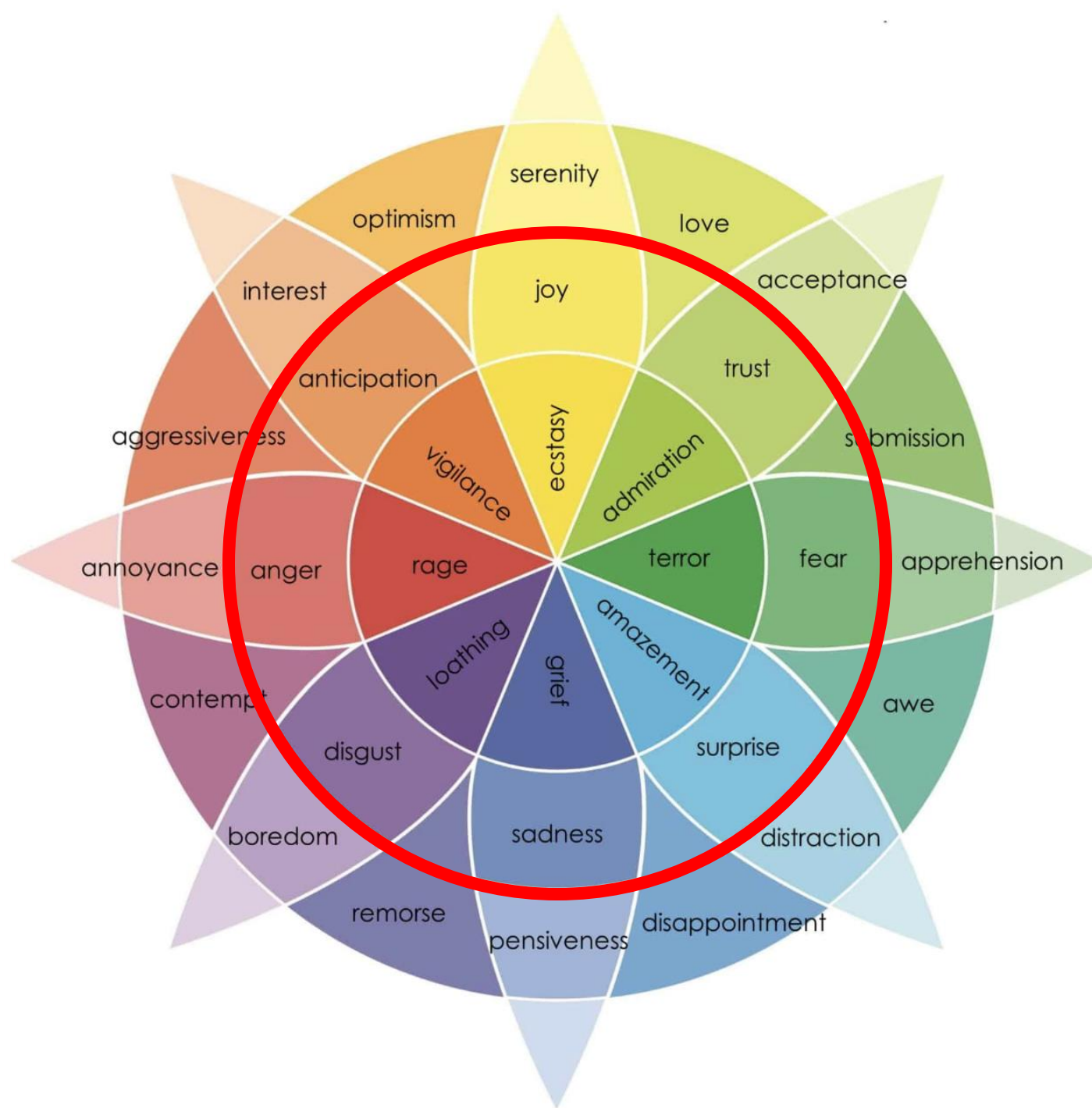
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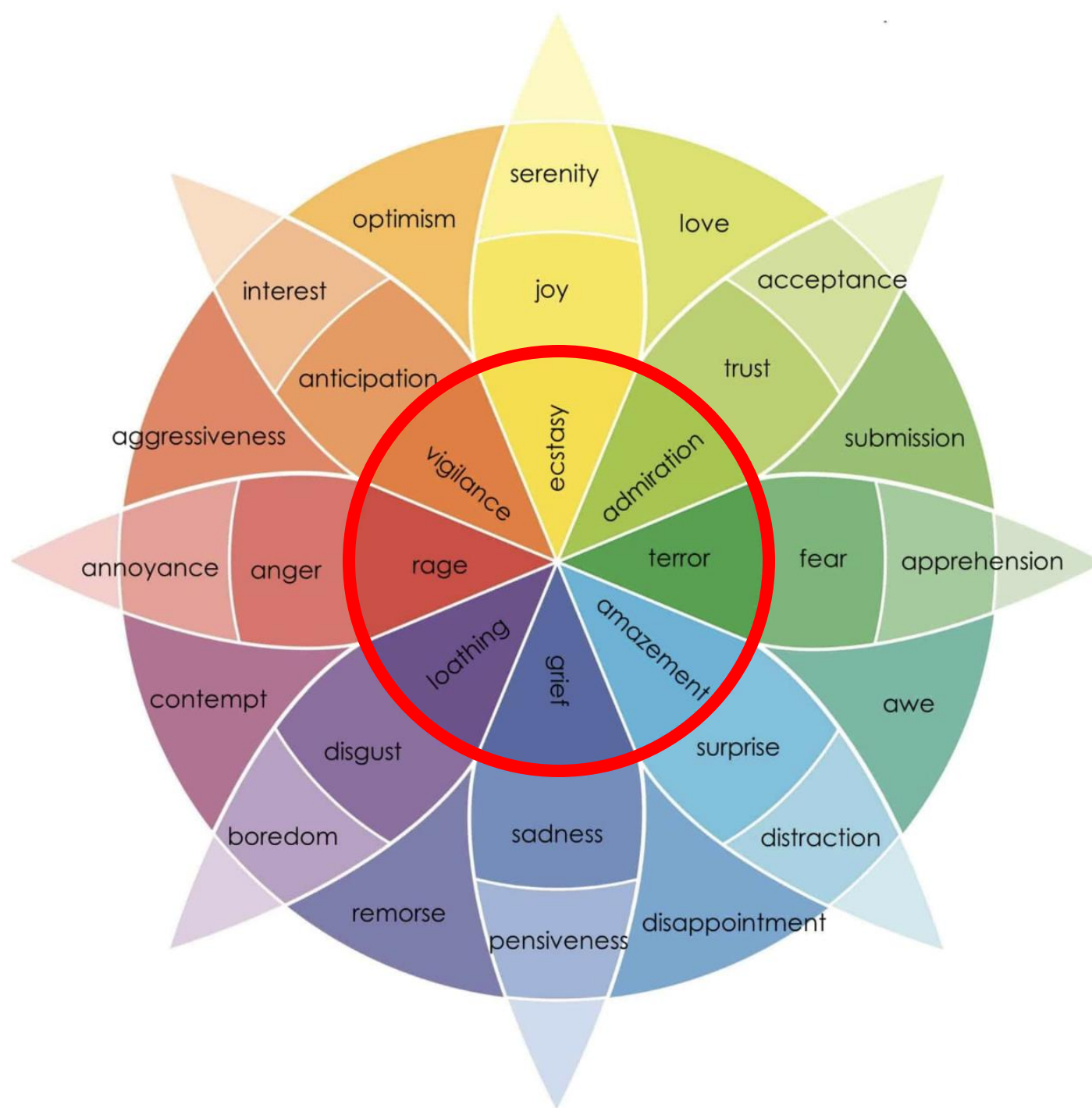
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LEAVES ON A STREAM

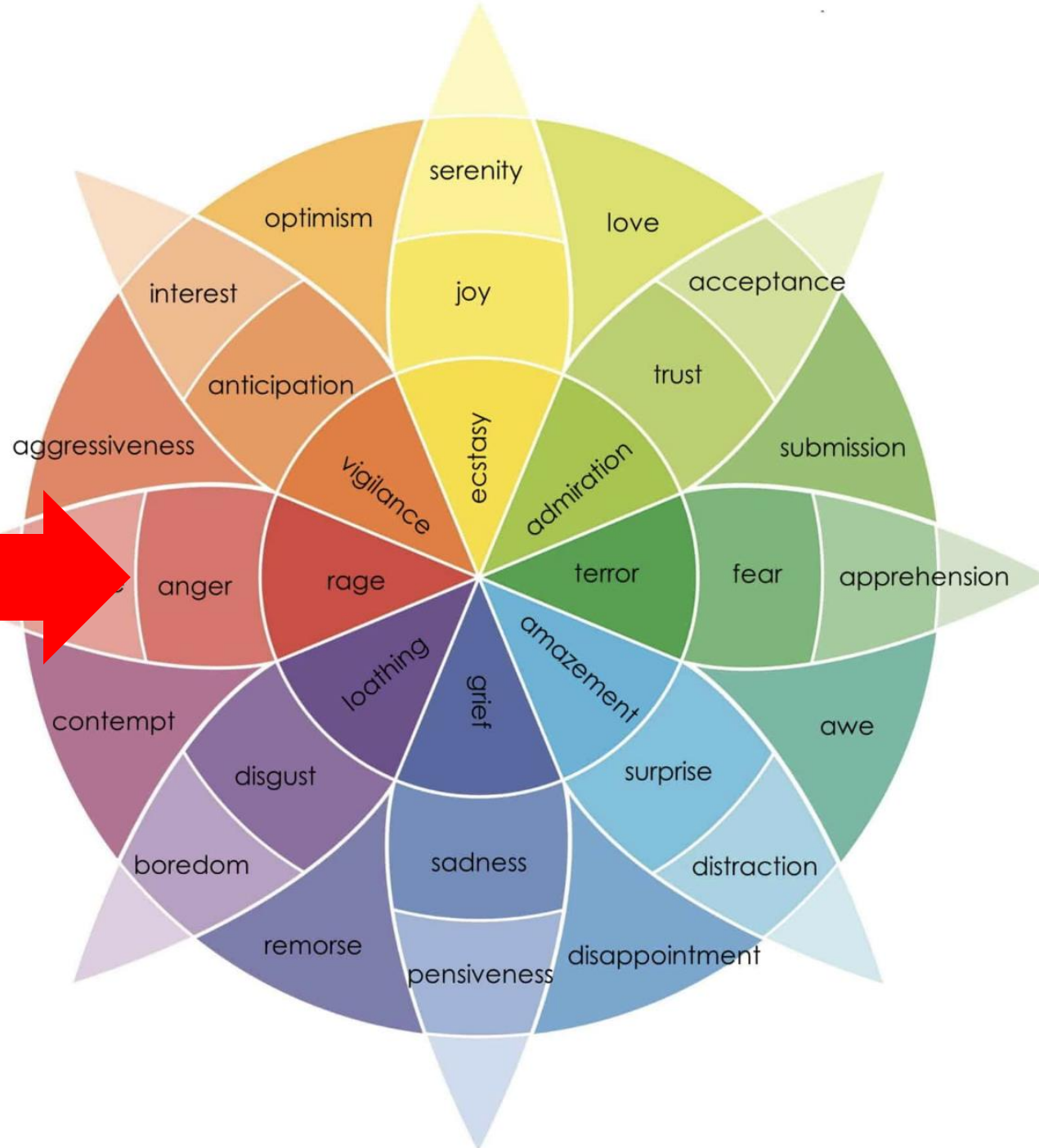






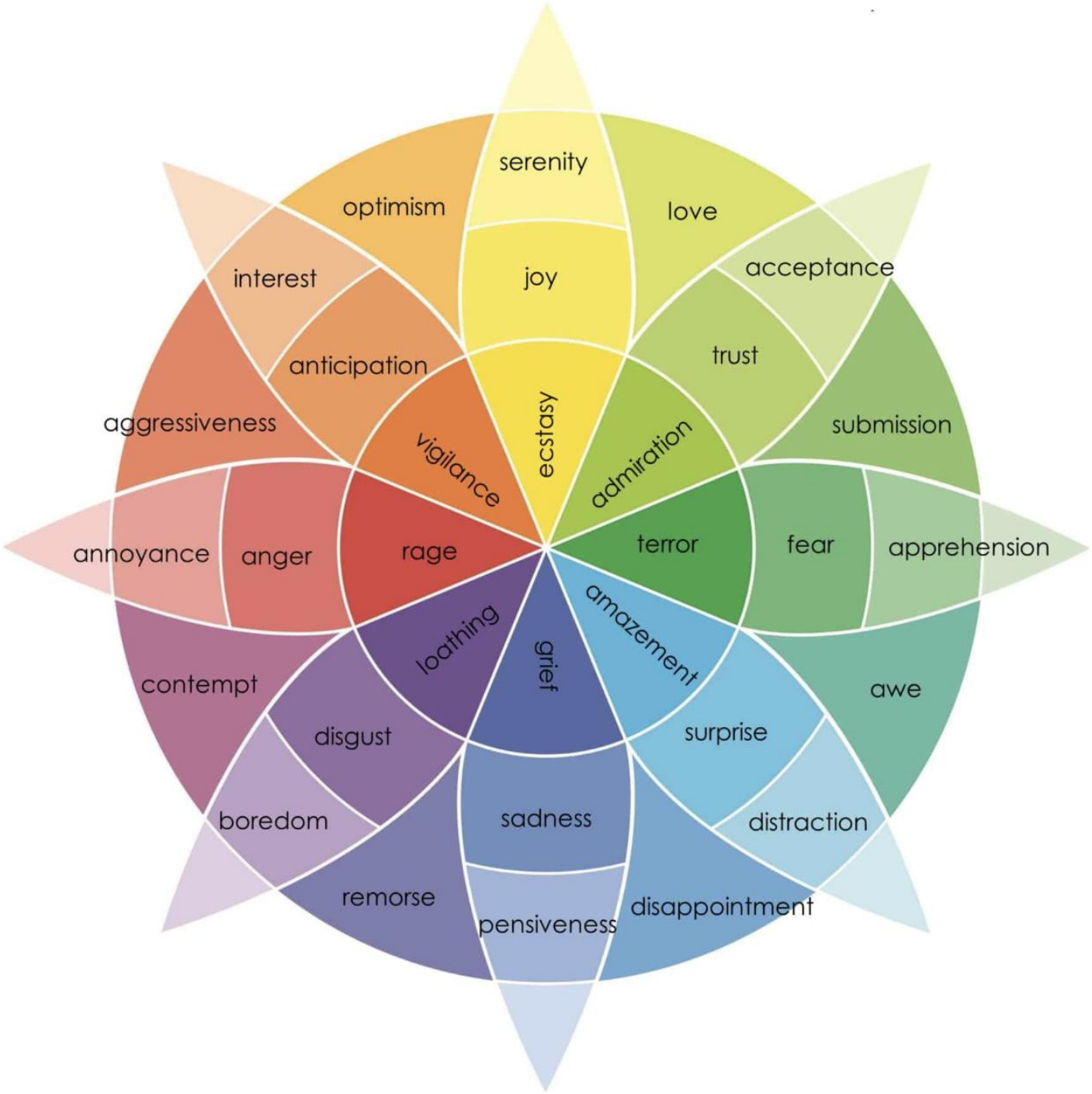




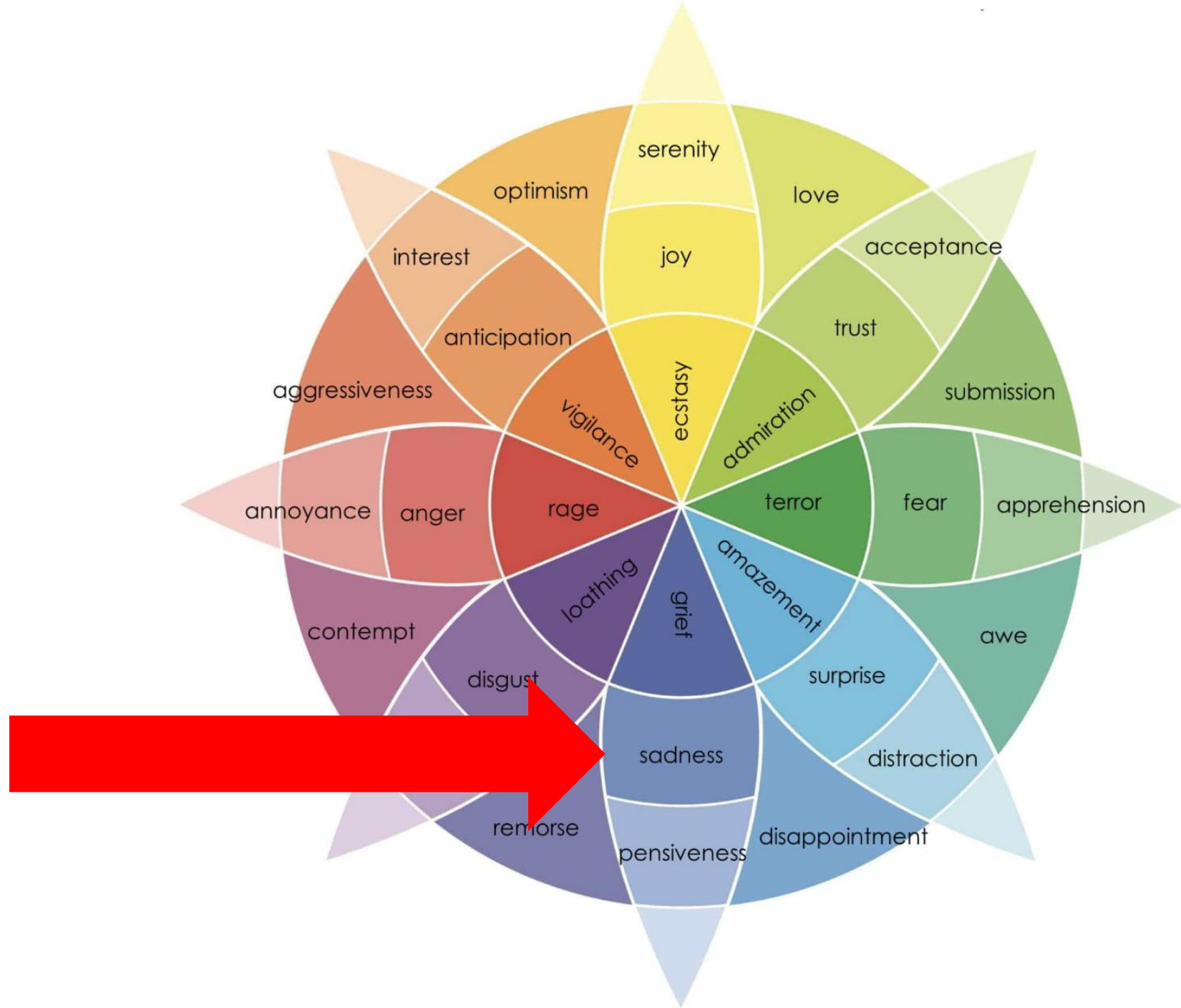


MAKE US ANGRY

NAME HOW
YOU FEEL

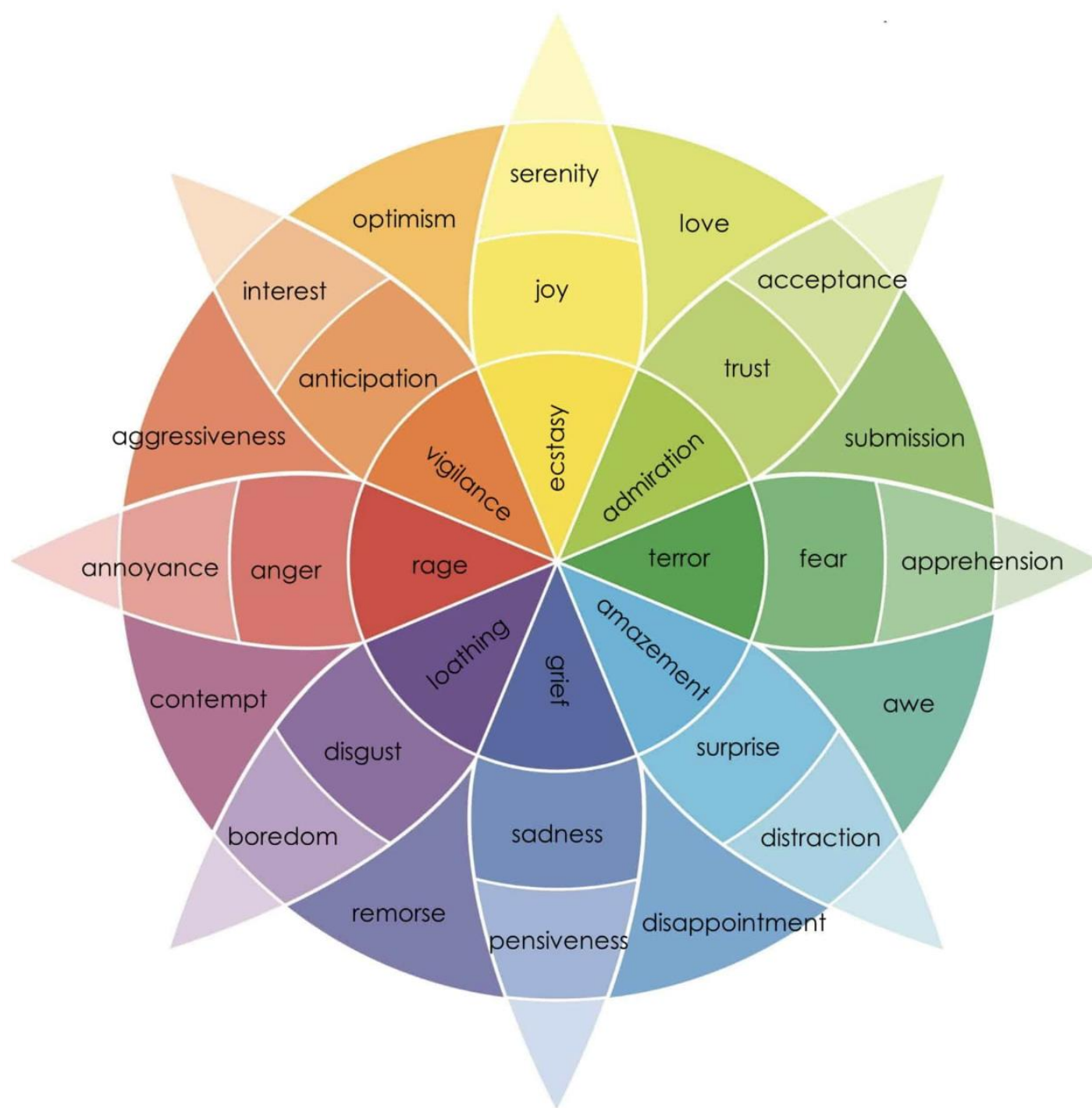


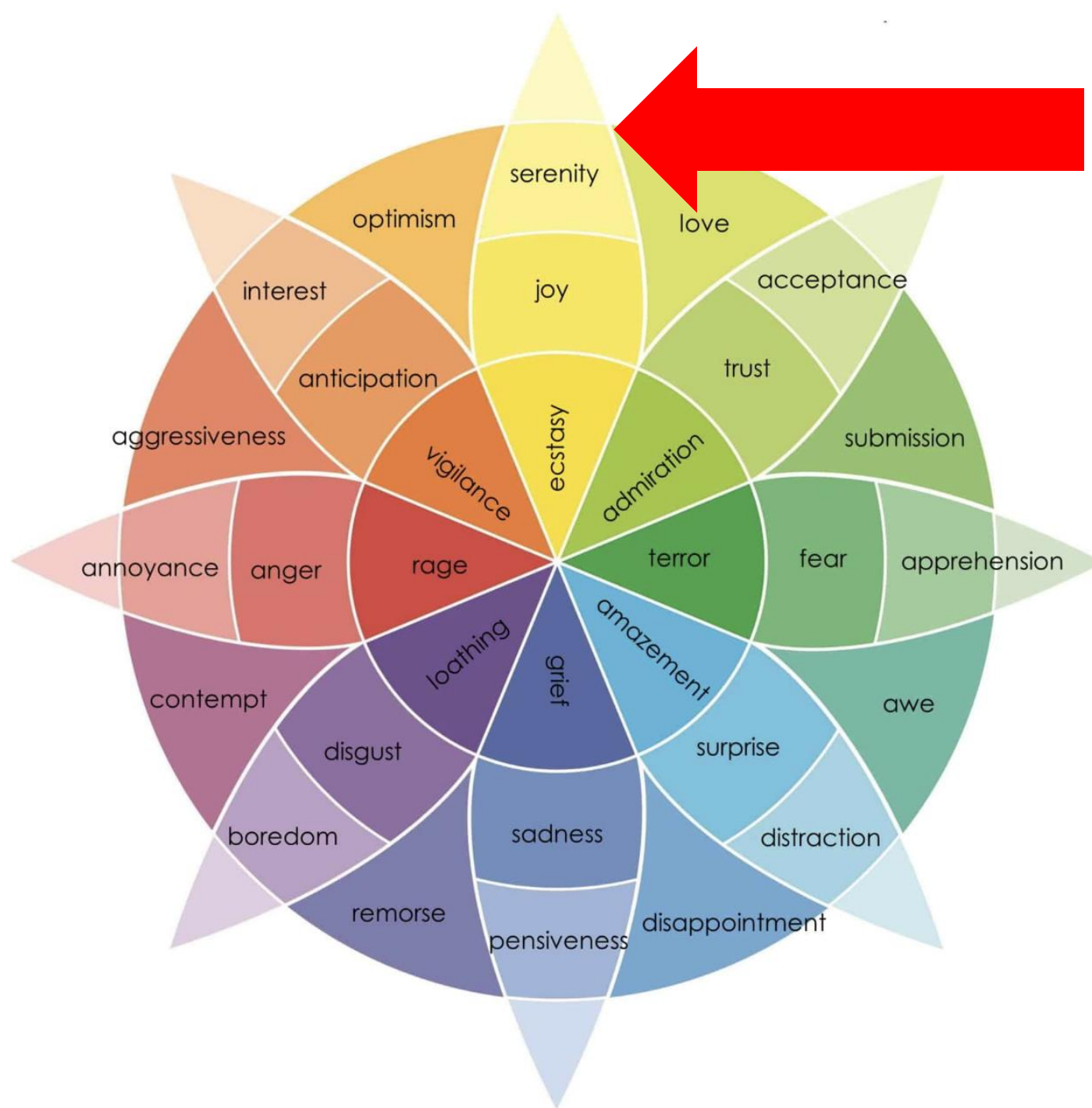




MAKE US SAD

NAME HOW YOU FEEL

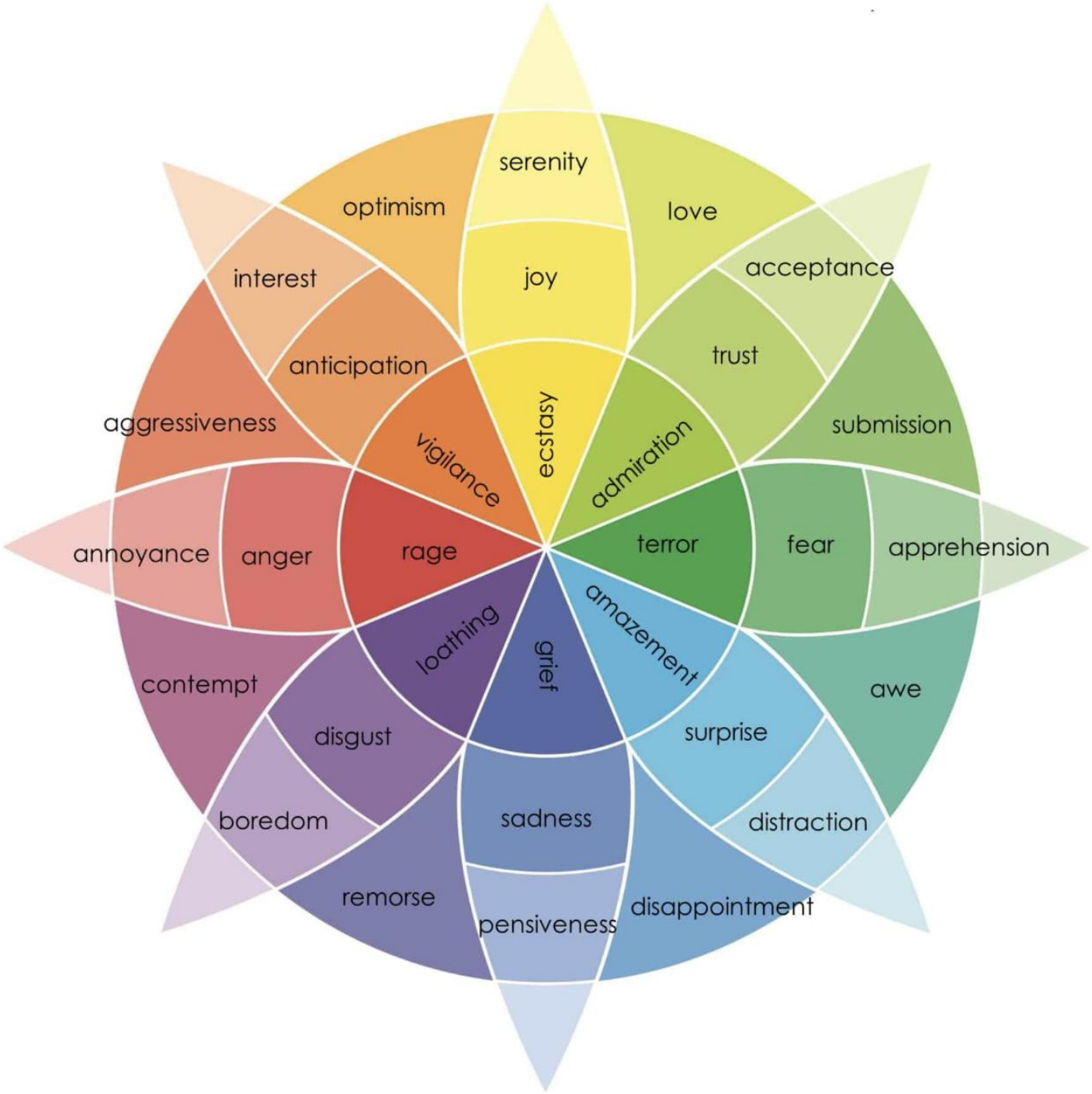






MAKE US JOYFUL

NAME HOW
YOU FEEL



Summary

- Learning to use weapons of influence and other strategies effectively requires training your **att**ention and **in**tention
- Naming emotional states allows you to more easily refer back to them and aim for them when speaking to an audience
- The goal is, as always, to practice naming and attending until you do it out of habit, the way an expert baseball player swings without thinking much about how to hold the bat