



The Gauntlet

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Outline

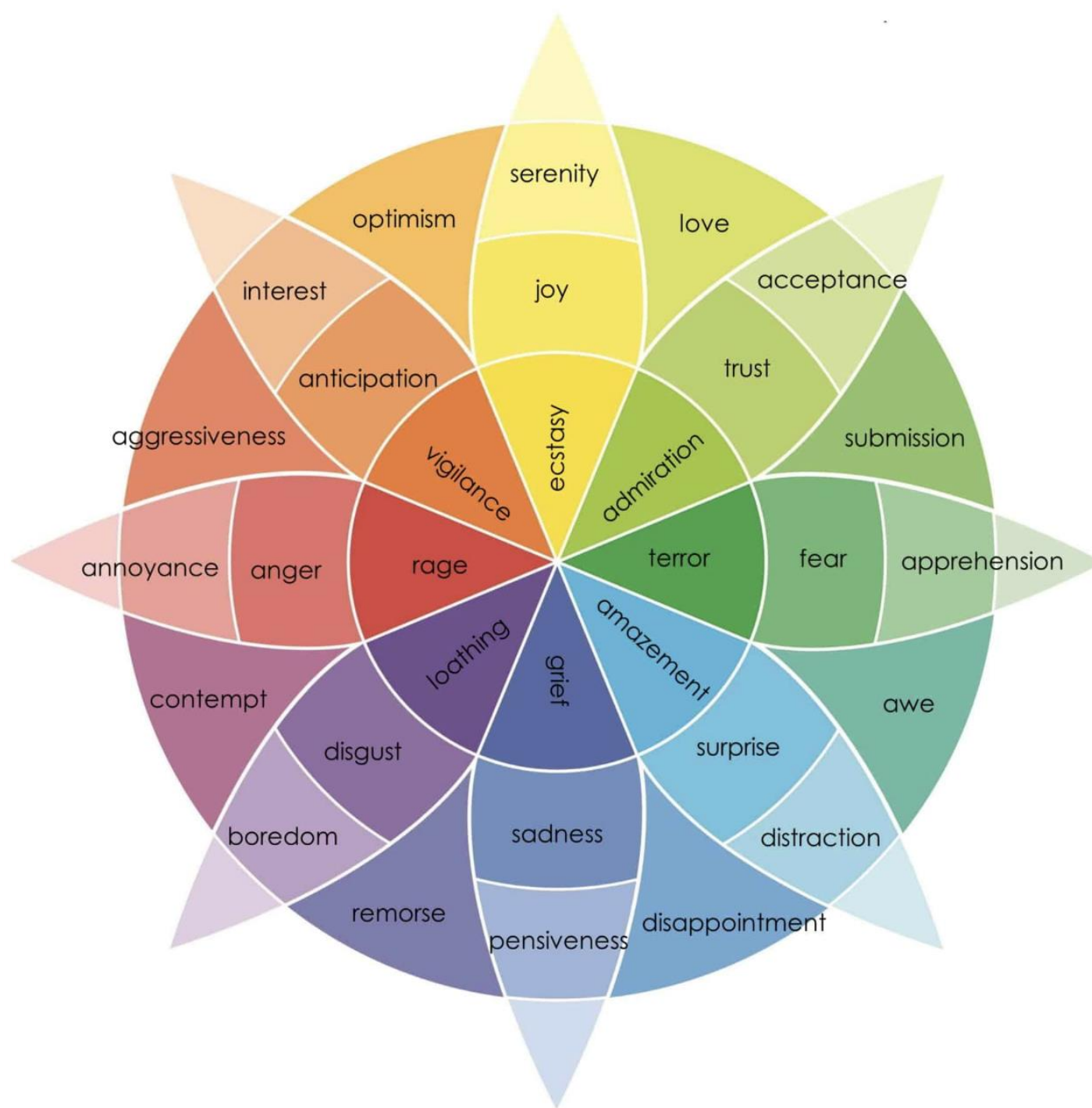
- Weapons of Influence Refresher
- The Gauntlet

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Checklist

- **Reciprocity** Gifts lead to a sense of obligation (**because**)
- **Commitment/Consistency** If a person commits, he or she is more likely to honour the commitment (**avoid cognitive dissonance**)
- **Social Proof** We are influenced by what others around us are doing (**conformity**); make it sound like others are on board
- **Liking** People say “yes” to people they like (**Halo, Similarity**)
- **Authority** If an expert says it, it must be true (**credibility of source**)
- **Scarcity** People assign more value to limited opportunities (**FOMO**)



LEAVES ON A STREAM

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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