



### Mass Persuasion

Limitless potential resides at this level of the Power Pyramid™. But with great power comes great responsibility. By building on the base of the Triad and knowing the wants, needs, & dreams of your Tribe; you'll have the ability to:

- ◆ Create raving fans (Loyals) who happily sing your praises marketing FOR you
- ◆ Initiate mass bonding that will generate powerful cultural shifts
- ◆ Garner respect and accolades as your lead your Tribe to victory

### Influence 1-to-1 & 1-to-Few

Mastery of Self-Influence™ is the only way to be truly effective at this Personal Persuasion. Taking the basics of Self-Influence™ and extending that to practice influencing others in intimate settings gives you the ability to:

- ◆ Build powerful personal relationships
- ◆ Connect with influence leaders
- ◆ Create spheres of influence

### Self-Influence™

By first cracking your Influence-Code™ you:

- ◆ Boost your communication effectiveness
- ◆ Trigger internal motivation at will
- ◆ Adapt to control your actions AND the perceptions of others