**Chapter 2 – Cutting through to be heard**

* The common issue and the first five stages of influence
* What **Solution** are you pitching?
* What is the current emotional **State** of others and how are you adapting your own **State**?
* What **Sight & Sound** impact do you need to make?
* The four ways to **Say** your message succinctly (Issue, Idea, Implication, Ignite)
* Ensuring immediate action, not hearing “we’ll see” (Request, Offer, Promise)

**NOTES**

What is your default emotional state?

What is your default sight and sound when interacting with others?

Write down your script and way of being for a real life example you are facing using these new strategies.

What specific requests do you need to make of whom?

What sight and sound will you be for this real life example?

After you practise in the mirror or video yourself, what did you notice and apply?