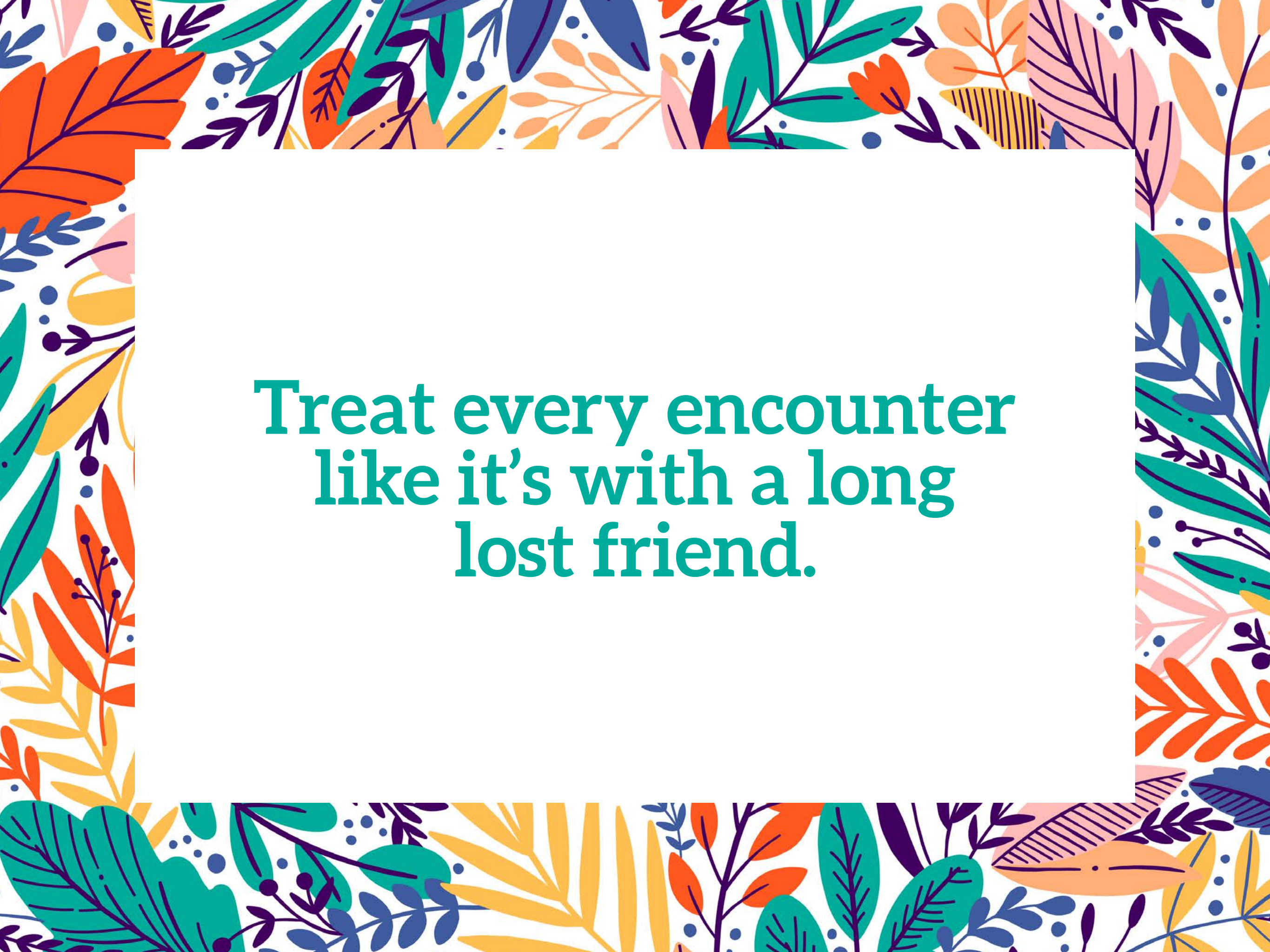


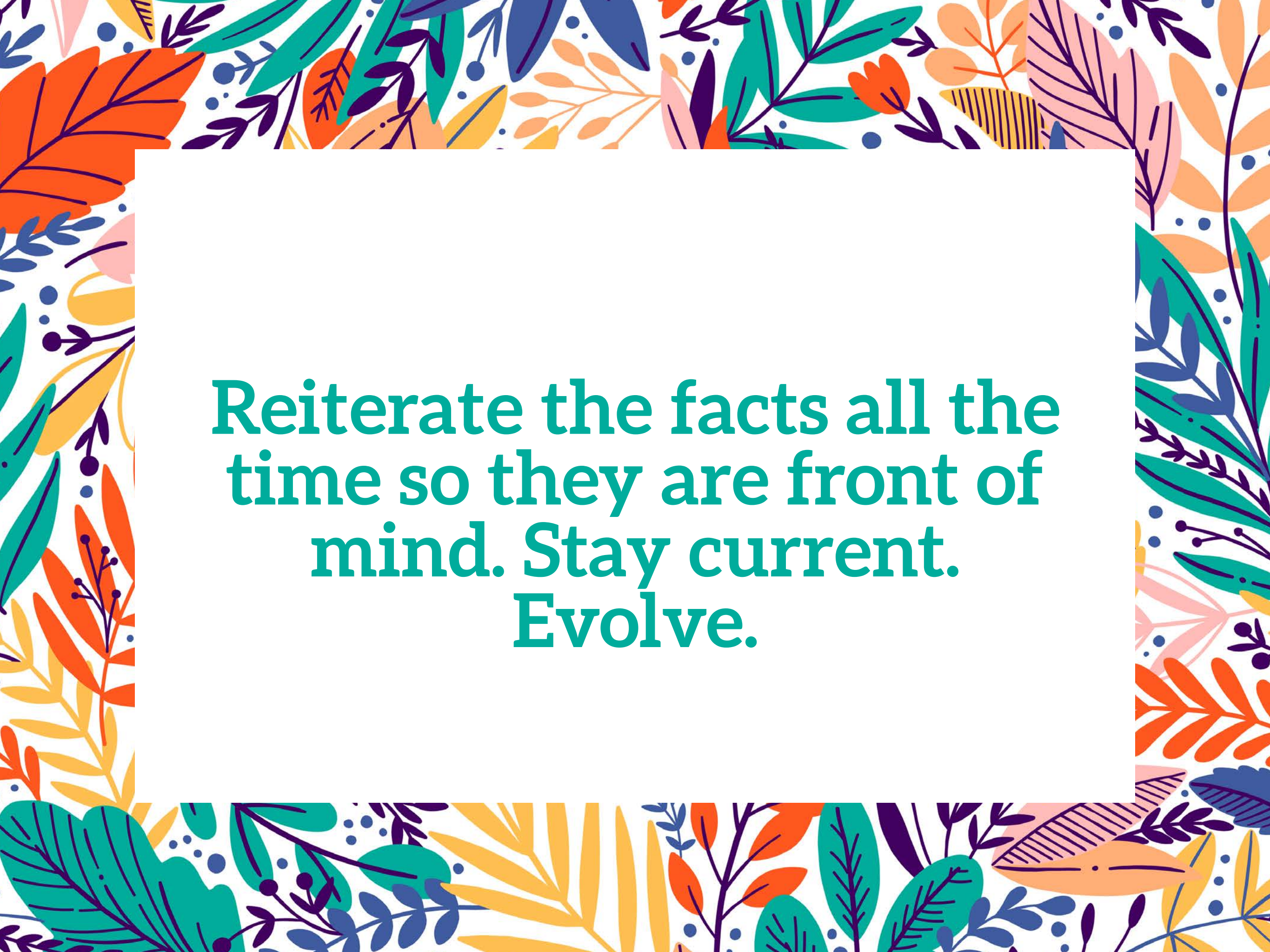


Sell-in to get  
Buy-in



**Treat every encounter  
like it's with a long  
lost friend.**





**Reiterate the facts all the  
time so they are front of  
mind. Stay current.  
Evolve.**





Don't assume anything.  
Humans forget...  
all the time.






Do your homework  
and report it back.





**Presentation is  
everything.**





**Dress for the role  
you want, not the  
role you have.**





**Establish connections  
and build allies.**





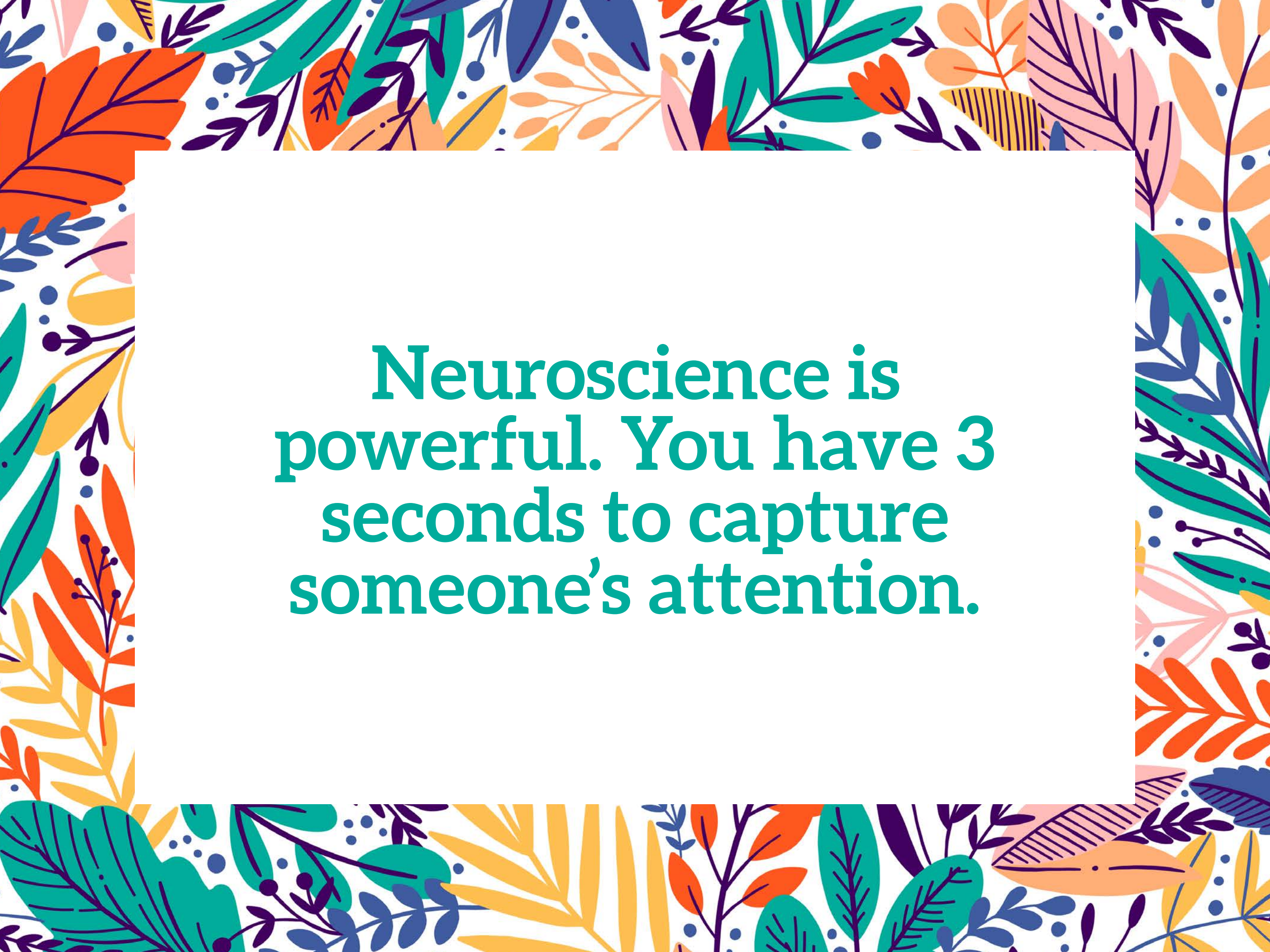
Technology is great and  
does NOT replace talking  
in real life.





**Find support!**  
**If you are in a toxic**  
**environment—there is**  
**help—talk about it.**  
**You're not alone.**





**Neuroscience is  
powerful. You have 3  
seconds to capture  
someone's attention.**



A decorative border featuring stylized leaves and branches in various colors including orange, teal, blue, and yellow, surrounding a central white rectangular area.

# Listen. Actively.

1. This is what I heard you say.
2. Did I miss anything?





**Thank You!**