

# LIVE<sup>2</sup>INFLUENCE

BECOME A MORE POWERFUL COMMUNICATOR, INFLUENCER, AND LEADER

In a world flooded with ideas, all wrestling for our attention, making a real impact depends on one key skill: **Influence**. It is the art of turning everyday conversations into game-changing moments. Have you ever felt like your voice gets lost in the noise, that your ideas go unnoticed? We have all been there, but it does not have to be your story.

Welcome to **LIVE<sup>2</sup>INFLUENCE** — an immersive 2.5-day experience designed to transform your ability to influence, to be influential. You will join a team of 8 participants, united by a common goal: enhancing your influence skills.

Here, we unravel the neuroscience of persuasion, arming you with the tools to reshape your world. Picture yourself holding your audience spellbound, inspiring action. Whether you are a leader, manager, salesperson, marketer, or parent, influence is your superpower in every human interaction.

Embark on a 2.5-day journey into the core of human decision-making. Explore the art of storytelling, harness the power of body language, and uncover the science behind successful interactions. Aristotle's wisdom — Ethos, Pathos, Logos — credibility, emotion, and reason — are more relevant than ever in today's social media age. **LIVE<sup>2</sup>INFLUENCE** puts that wisdom into action.

Why **LIVE<sup>2</sup>INFLUENCE**? How does it make a difference? It does not just teach you the theory; it immerses you in practice sessions, providing continuous feedback for improvement. It creates a cohesive co-learning environment, where you learn not only from a communication expert, but also from your peers as you work together towards mastering the fundamental art of influence.

At **LIVE<sup>2</sup>INFLUENCE**, you will not only grasp the science of influence but master it. Prepare to elevate your leadership, boost your confidence, and transform your interpersonal connections. By the end, you will possess a skill set ingrained in your very being, supercharging every presentation and influence opportunity thereafter.

Ready to wield the art and science of influence? Your journey to becoming an influential leader starts now. Let **LIVE<sup>2</sup>INFLUENCE** be your guide to leaving an unforgettable, meaningful impact.

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## EXPECTED RESULTS

In building self-awareness, presence, and confidence as you go through the LIVE<sup>2</sup>INFLUENCE Workshop, you will learn and develop:

- How to elevate your game as a decisive influencer and authentic leader by following the science in learning to allow your heart to speak in the sequence that a listener's brain expects and understands
- How to connect emotionally with your audience — of one, ten, 100 or 1,000 or more.
- The power of message delivery--the word sequencing, the body language, facial expressions, voice intonation, and the importance of each in being influential
- How to build a powerful message that can preempt tough and predictable questioning as well as how to better convey your message — whatever that message might be.
- How self-awareness, emotion, and narrative building are the secret ingredients for creating influence
- How to engage people's hearts and minds by effectively communicating using LIVE<sup>2</sup>INFLUENCE principles
- How to unleash the power of your most authentic voice, in building influence, in being influential

In all of this, you will gain a decided personal edge that will empower you to continue to flourish and succeed.

LIVE<sup>2</sup>INFLUENCE is your path to becoming a more impactful communicator, influencer, and leader. With a foundation rooted in the science of influence and the art of its application through LIVE<sup>2</sup>INFLUENCE principles, you acquire valuable skills and tools. By communicating authentically and effectively, you will immediately witness the positive impact you can have. Every day, you will seize opportunities to craft influential stories that resonate. You will also appreciate the importance of shaping your own narrative about who you are rather than letting others define it for you based on all-too-often limited information. As a leader, you will master the art of sharing your ideas and vision, gaining team buy-in, and delivering challenging messages that engage your audience and motivate them to action.

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## SO, HOW DOES THIS WORK?

After an engaging introductory dinner that provides a unique opportunity to explore and experience the boundaries of influence, our transformative Workshop unfolds within CIMBA's state-of-the-art LIVE<sup>2</sup>INFLUENCE professional studio. Equipped with cutting-edge audio-visual technology and supported by advanced AI tools for in-depth analysis of your performance, the studio sets the stage for your growth and development.

Throughout the Workshop, you will systematically apply what you have learned, receiving ample peer and expert feedback. As a member of your LIVE<sup>2</sup>INFLUENCE co-learning environment, you will both give and receive feedback, enriching your learning experience. Beyond the skills and tools you will acquire during the Workshop, you will also receive a professionally edited video to further support your development after the Workshop.

Your journey will culminate in those gratifying moments when you put your newfound knowledge into practice, being your best whether in front of an audience of one or a thousand. LIVE<sup>2</sup>INFLUENCE is not just a Workshop; it is a transformative experience that empowers you to influence with authenticity and impact in every aspect of your work and life.

### DAY#1

7 PM – 11 PM  
Trainer Introductions  
Workshop Overview Processes and Procedures  
Identifying Opportunities to build Influence  
First Influence Practice

### DAY#2

9.00 AM – 10.00 AM  
Neuroscience Background “Speaking from the Heart in Sequence”  
Ethos, Pathos, and Logos  
Hidden Drivers of Change

10.45 AM – 1.00 PM  
Live 2 Influence Formula  
Influence Zone: Managing Physical Presence  
Managing Stress  
Developing Origin Stories (Co-learning Environment)

1.00 PM – 2.00 PM Lunch

2.00 PM – 5.00 PM  
Developing Origin Stories (Co-learning Environment)  
Instant Feedback and Instant Corrections

### DAY#3

9.00 AM – 1.00 PM  
Developing the Tie-Down (Co-learning Environment)  
Live 2 Influence Check List

1.00 PM – 2.00 PM Lunch

2.00 PM – 5.00 PM  
Final Presentations (Co-learning Environment)  
Influence and One-on-One Conversations  
Closure: Lighthouse Ceremony