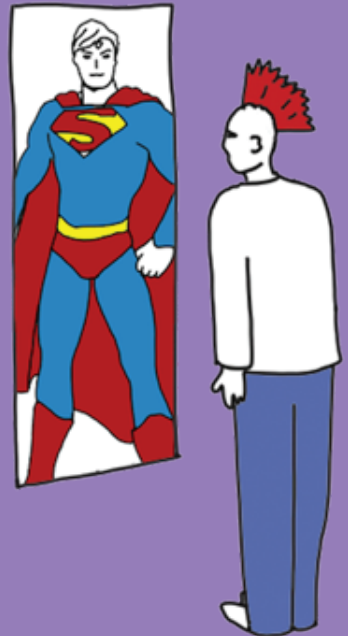
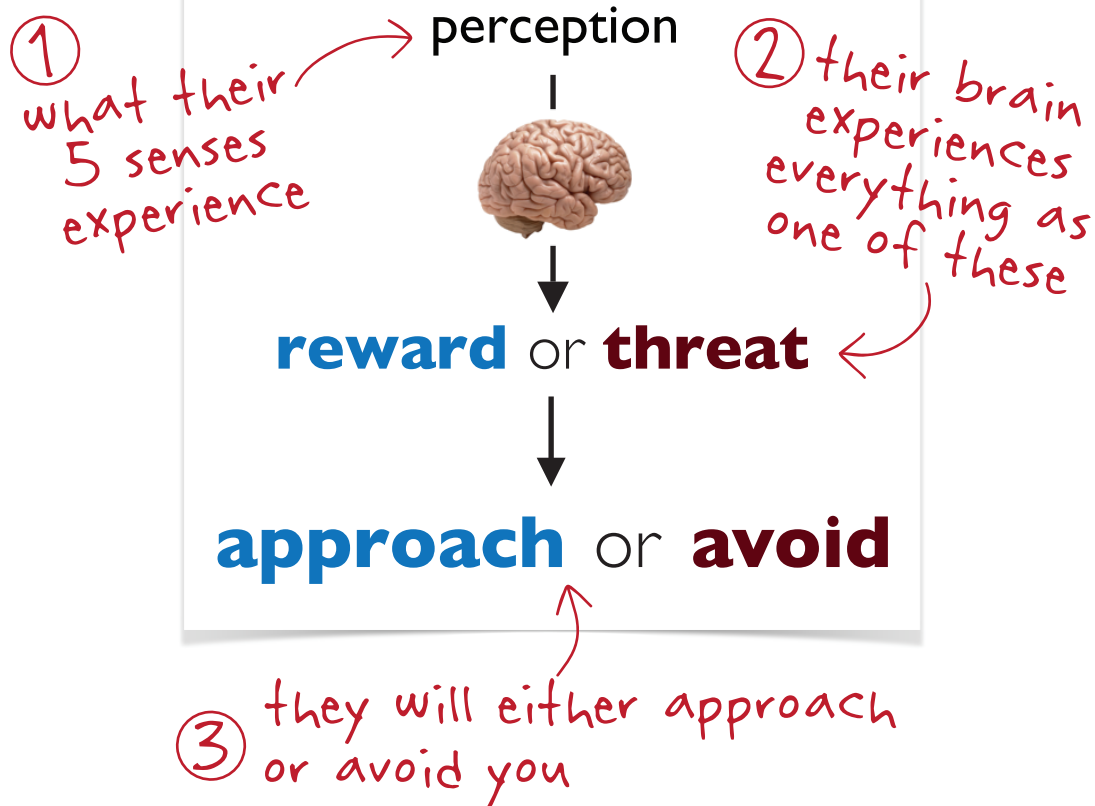


**Do you know
why your
influence efforts
fail or
succeed?**

**it's because you believe
this person thinks like
you, has the same likes
and dislikes, and is you!**



Here's what happens in the brain of the person you want to influence



if they perceive your influence efforts as a **reward** they will

approach

BUT

if they perceive your influence efforts as a **threat** they will

avoid



When your influence
efforts fail,

**step into the shoes of
the other person**

and

**understand why
they're resisting.**

Then you can choose
your next influence step.



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