

Say Less, Influence More: The Modern Science of Persuasive Communication

In today's noisy world, less really is more—when you know exactly what to say. This keynote helps audiences cut the fluff and sharpen their messaging for maximum impact.

Audience: Sales, marketing, entrepreneurs, leaders

Theme: Sharpening messages in a noisy, attention-poor world

Key takeaways:

- Learn the neuroscience behind micro-commitments
- Discover why clarity beats charisma
- Strip away filler to let your message cut through
- Use strategic silence as a tool of persuasion
- Craft language that activates emotion and logic
- Say the fewest words with the highest possible impact