

# The Takeaway Experience

Dr. Chrissy Roth-Francis

#klmsconvenience

**Go schmooze!**









insecure | HBO

@LateNightSeth









Bye.







**I DON'T REMEMBER**







DO SOMETHING COOL.

# What we'll accomplish:



Reflect and share your top insights from the summit



Identify one new strategy, program, or event you are bringing back to your association (SOMETHING COOL)



Learn and practice a framework for influencing stakeholders to implement your idea (SOMETHING COOL)

# Speed Networking





**What is one powerful takeaway about  
Conversational Intelligence?**

**How will you apply it?**

**What surprised and delighted you about  
Experience Design?**

**How will you apply it?**

**What is one exciting method to bring gaming concepts to your leadership?**

**How will you apply it?**



**Who is one person you are going to keep in touch with after the summit? Why?**

**Do you have their contact information?**

# Workshopping



**What is one new strategy, program, or event you will bring back to your association (SOMETHING COOL)?**

**What problem are you solving for and what purpose will it serve?**

**What needs to be true to implement this?**



**What hurdles will you need to overcome to implement this?**

**What needs to be true to implement this?**

**How will you feel once you accomplish this?**

# How to Get the “Yes”

# Cialdini's Principles that guide human behavior



Liking



Unity



Reciprocation



Social Proof



Authority

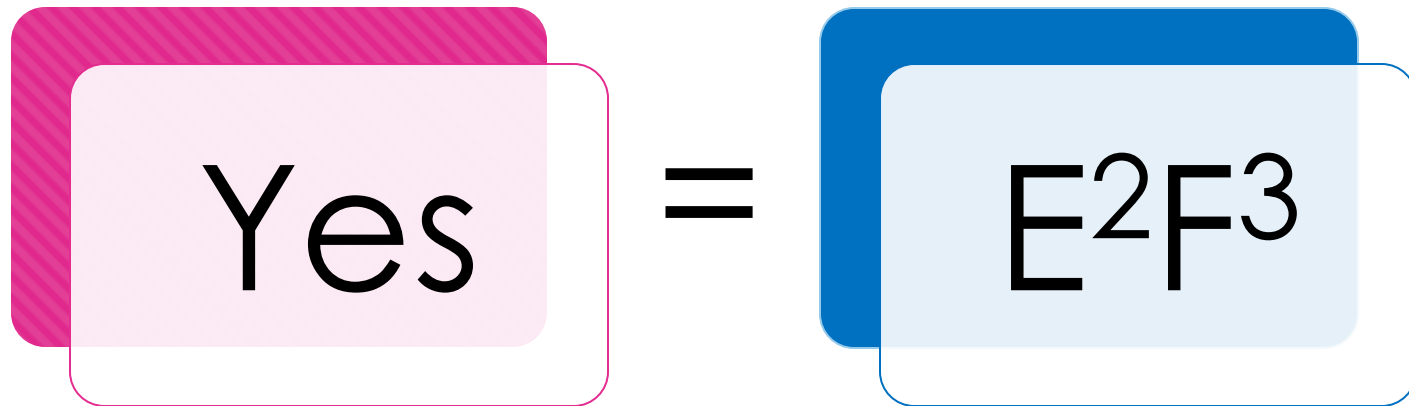


Scarcity



Commitment and Consistency

# Persuasion Equation



- **Engage** the person
- **Explore** the issue
- **Form and frame** possible options
- **Finesse** objections (diplomacy)
- **Finalize** decision (ask for opinion)

# Write an Email



OPEN YOUR PHONE, NOTEPAD,  
OR WORKSHEET



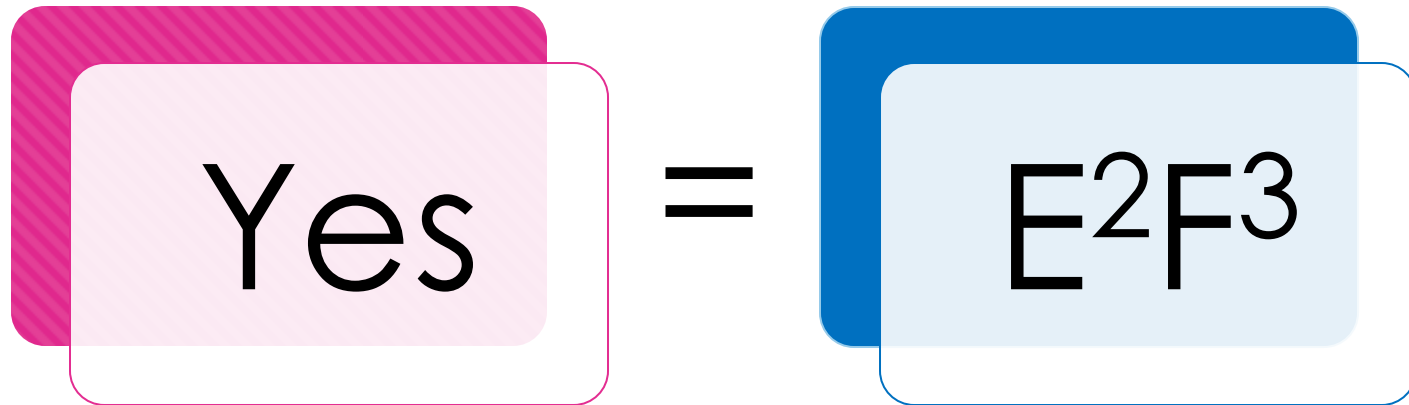
3 MINUTES TO WRITE A SUCCINCT EMAIL TO  
YOUR PERSON ABOUT THE SOMETHING  
COOL YOU NEED TO INFLUENCE.



PERSUASION EQUATION  
AS OUTLINE



# Persuasion Equation



- **Engage** the person
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A dark gray geometric shape, resembling a large arrow pointing right, occupies the left side of the image. It has a diagonal edge and a rounded right side.

**Share Email  
and Coach  
Each Other**

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**Thank you!**

**Connect with me  
on LinkedIn**

**Dr. Chrissy Roth-Francis**







***I did it!***

**THE  
NEXT  
STEP**

A close-up shot of a woman with voluminous, curly blonde hair and round, thin-rimmed glasses. She is looking down and slightly to her left with a soft, contemplative expression. She is wearing a light-colored, possibly white, button-down shirt. The background is out of focus, showing warm, indoor lighting.

**I THINK YOU'RE  
TOTALLY AMAZING.**





Bye!

