

## Influence in a changing world

Warren Cass





#### Today's speaker



**Warren Cass** Speaker, Author & Entrepreneur @warrencass



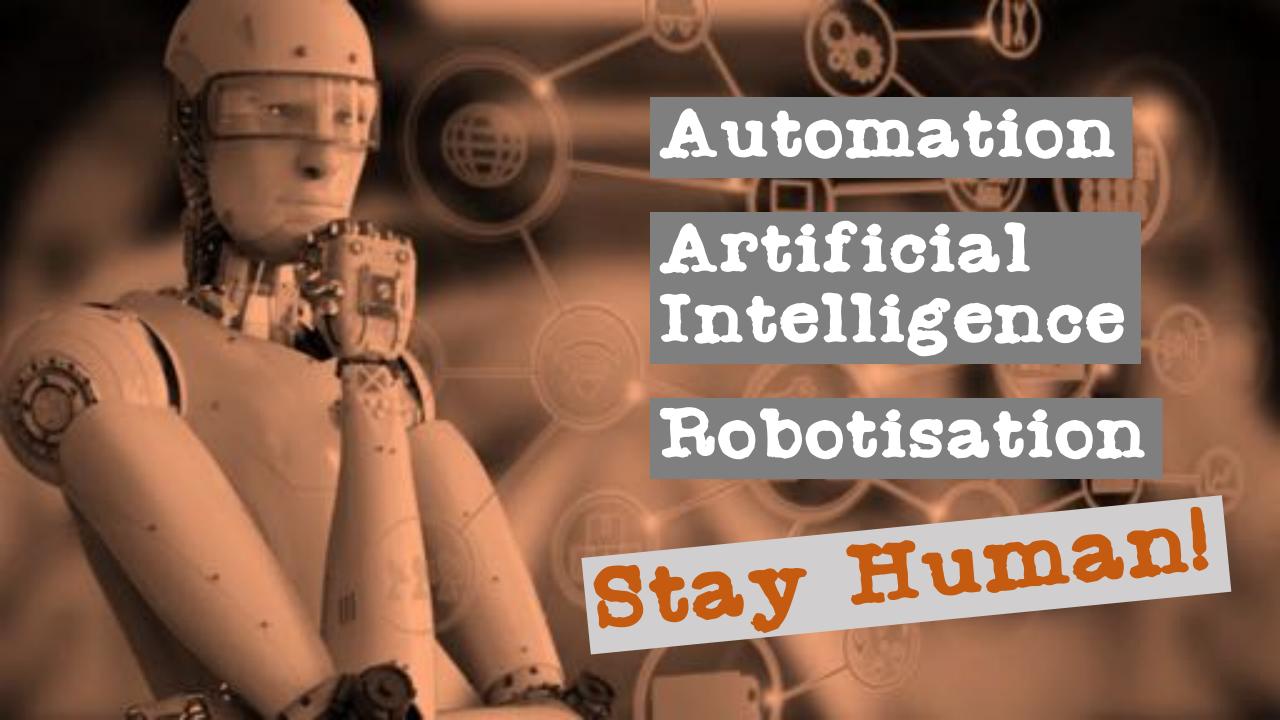
#QBConnect





#### Influence in a Changing World

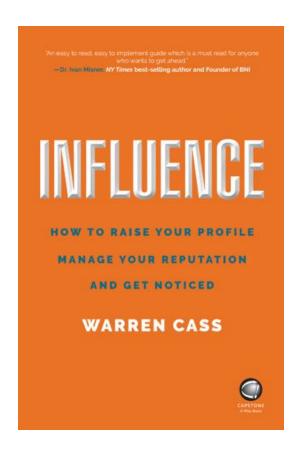
**WARRENCASS** 



#### Who Am I?

## advantage benefits











# Thank you for having me;-)

opinituit quickbooks.

CONECT

#### @WarrenCass





www.LinkedIn.com/in/WarrenCass



## What does Influence mean to you?

Persuasion

Reputation

**Authority** Communication

**Network** Profile

**Easily Found** 



"Influence is all about how you make other people feel."

**Judy Naake** 



# The Buture of Business

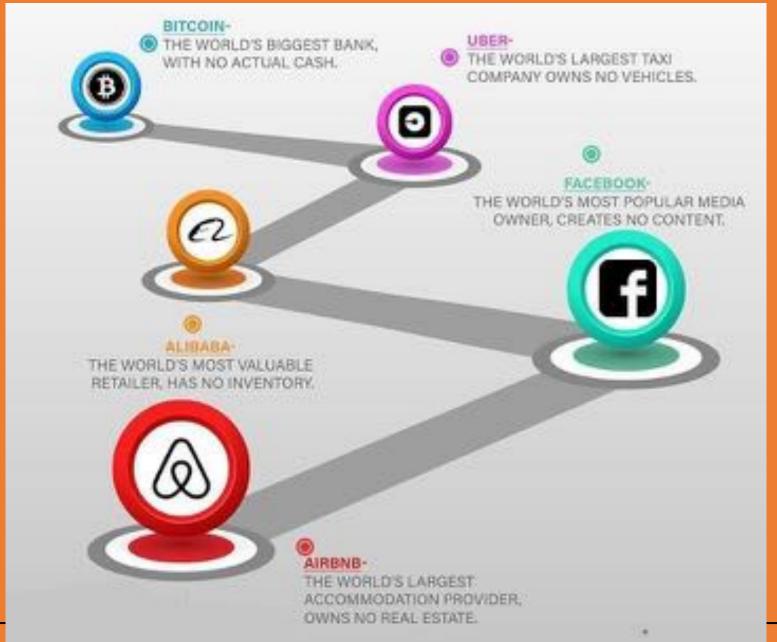
# Society is Changing



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Over 40% of the companies at the top of the fortune 500 in 2000, were no longer there in 2010.







#### SOMETHING INTERESTING IS HAPPENING



#### How Not To Do It!







Old logo

New logo









"It is not the Strongest of the species that survives, nor the most intelligent, but the one most adaptable to change"



## Time it took to reach 50 million users



75 Years



38 Years



13 Years



4 Years



3 Years



2 Years



3 Months



30 Days



#### Question:

#### What changes are impacting your industry right now?



## The Future Speaks a Different Language



## The Generation Divide







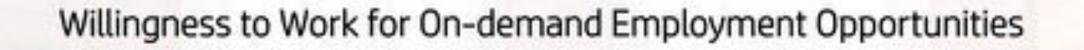






#### GIG ECONOMY WILL DOUBLE







Source: Addison Group 2016 Workplace Survey Results, Edelman Intelligence

















#### Social Proof









Linked in



Professional Speaker & Author on INFLUENCE -(persuasion, communication, relationships & reputation)

United Kingdom

Add profile section -

More...







See connections (500+)

Interested in a speaker for your conference or event? see www.WarrenCass.com for more details. Or are you looking for more engagement with your customers? Increased acquisition & improved retention? Advantage Benefits We are experts in engaging with business owners and work with s...

Show more ~



Received (66)

Given (76)



#### Sarah Brown Events Manager at BRC Global Standards

June 20, 2018, Warren was a client of Sarah's I cannot recommend Warren enough, he was a pleasure to work with from start to finish. I booked Warren to speak at our Leaders of Tomorrow event and the audience were engaged 'from the off' he was charismatic and gave the all-important 'take home' pieces for the guests in attendance. Feedback form the event has been fabulous. Thank you



#### Dominic Eldred-Earl

Dad, Husband, Bitcoin and crypto enthusiast, Speaker finder at Maria Franzoni, London Speaker Bureau, Eco Self-builder

June 1, 2018, Dominic worked with Warren but at different companies In the relatively short time that I have known Warren, I have come to like him as both a person and a speaker.

As a person, he is very approachable, personable and open to talking about ideas and enthusiastic about everything he does.

As a speaker, he is thorough, conscientious, very open to ideas and feedback from clients and is a total consummate professional with great content delivered in an engaging, memorable and useful way with plenty of immediate takeaways to use in the comfort/lunch break, at work, at home and in life in general.

Generally - he is a pleasure to work with and to spend social time with too.

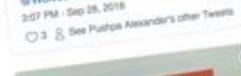


### Some of the images & posts shared from around the world on social media.











AVN Inspiring Accountants Q:== @ m/serecingAcc

A wastelength



Chad Barnier Britacharrier

Currently reading (and loving) "INFLUENCE: How to raise your profile, manage your reputation, and get noticed" by @warrencess. Was fortunate

1:44 AM - Oct 26, 2017

O 1 & See Chad Barriers other Tweets.



## The Trust Equation T=(C+R+I)/S

C = credibility, communication skills and truthfulness

R = reliability, dependability and predictability

I = intimacy, discretion and empathy

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S = self-orientation, self-focus, self-attention and personal motives









## Trend # 1:

# People crave interactions off social media



# MILLENNIALS EXPECT ACTIVITIES TO ENRICH THEIR TRAVEL ...AND THEY EXPECT TO BOOK THEM ONLINE



Would choose to spend money on a desirable experience over a desirable thing (Harris/Eventbrite)



Want to learn something new when they travel (Topdeck Travel)



Begin travel planning online (Expedia)





Think just relaxing on vacation is boring. (Topdeck Travel)

### Trend #2:

# People are looking for a new perspective



# WHAT DO WE MEAN BY EXPERIENCE ECONOMY?

A NEW ECONOMIC ERA IN WHICH ALL BUSINESSES MUST ORCHESTRATE MEMORABLE EVENTS FOR THEIR CUSTOMERS, AND THAT MEMORY ITSELF BECOMES THE PRODUCT.

- THE "EXPERIENCE"



### Trend #3:

# Our cultural climate is shifting







# Question:

# What changes could you make to be part of the experience?



## Trend #4:

# Millennials are starting families

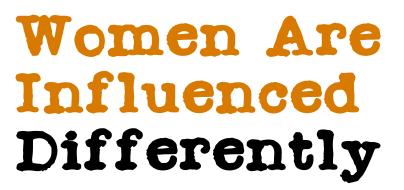


# Diversity









# Female FTSE Board Report

- In 2007 only 15% of non-executive directors were women
- In 2017 this more than doubled to 33%
- In 2017 there were only 8 boards in the FTSE 250 without female representation



# Key Point:

If you work with several different demographics, yet use one tone of voice with your communication...

... You are not speaking to everyone.



# How Has Technology Changed?













At Machine Learning / Deep Learning



#### #11 3D Printing

Addition Manufacturing & Rapid Prototyping





#### #21 Advanced Materials

Composites Alloys, Rolymers, Biominiony Nanomanufacturing



#### #2 Internet of Things

KOT., NOT. Sensors & Wearshire.



#12 CX

Consider Souther Expenses Commerce & Personalization



#### ##22 New Touch Interfaces

Touch Scieens, Haptics, 3D Touch, Paper Feedback & Eurobeistura





#### #3 Mobile/Social Internet

Search/Sixtal/Messenging/ Liumshipania.



#### #13 EnergyTech

Efficiency Energy Storage & Decentralized Grid



#### #23 Wireless Power



#### #4 Blockchain

Substituted Lecture Crypts & Diferen



#### #14 Cybersecurity

Security, Intalkgence Detection, Remediation & Adaptation



#### #24 Clean Tech.

Bio-Green Materials + Solutions Suturnativity, Treasmore & Efficiency



#### #5 Big Data

Apps, Infrastructure, Tech. Predictive



#### #15 Voice Assistants

Interfaces, Chatton 5 **Hazard Language Processing** 



#### #25 Quantum Computing

+ Execute Computing



#### #6 Automation

formation Task Process Machine Decision & Action



#### #16 Nanotechnology

Computing Medicine, Mechines & Smart Dutt.



#### 18%

#26 Smart Cities e befraitsathare & Transport



#### #7 Robots

Cone /Corne Aulus, Robots Drimes & Autonomous Vehicles



#### #17 Collaborative Tech.

Growd Sharing Workplace & Open Source Platforms & Tools



15%

#### #27 Edge/Computing

\* Frog Computing



#### #8 Immersive Media

WALKER STREET, THE WARRANT



#### #18 Health Tech.

Advanced Generata. Biories & Health Com

#19 Human-Computer



#### #28 Faster, Better Internet

broadband incl. Fiber, SG, U.Fr., LPN and



#### #9 Mobile Technologies

infrastructure networks standards services & decrees



#### Interaction Fatial Gesture Secogribion

Sometrers, Gaze Tracking



#### #29 Proximity Tech

Beacons, MFD, Wi Fi, Near-Field Communications & Gentercing



#### #10 Cloud Computing

Seed, lack PluS & MESH Appe



#### #20 Geospatial Tech.

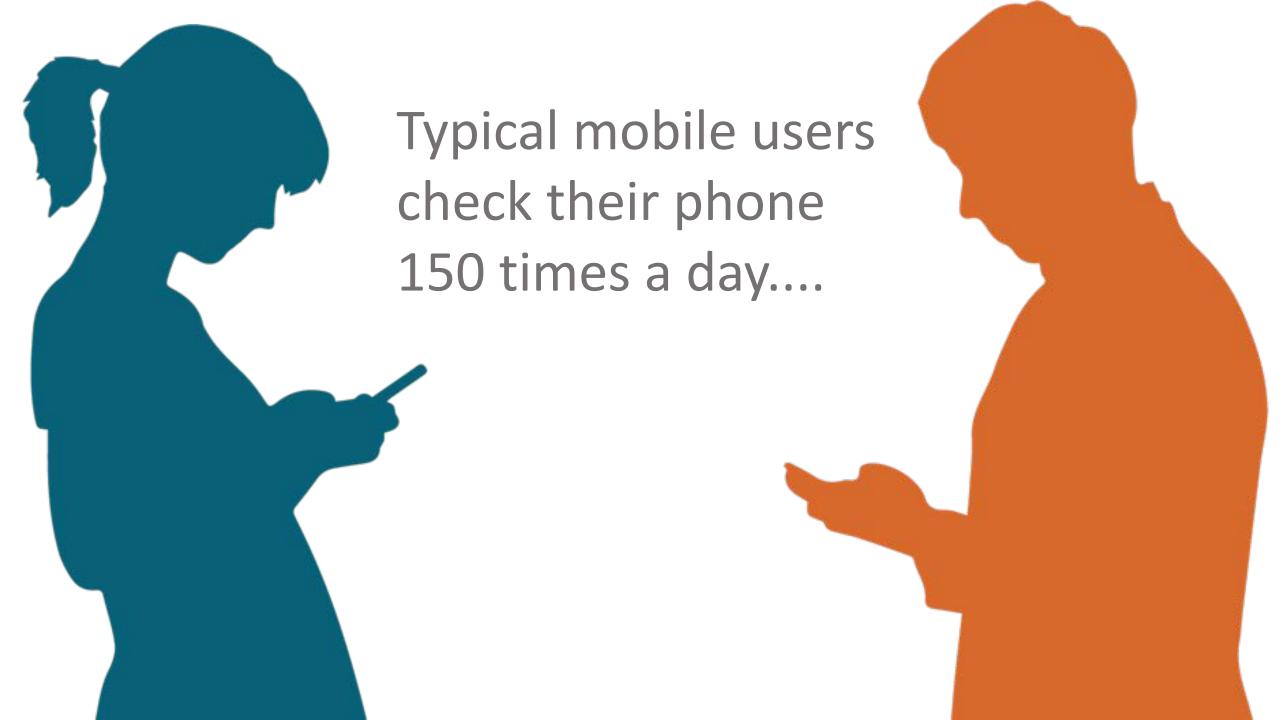
GIS GPS Mapping & Remote Serving, Scienting, Naviget

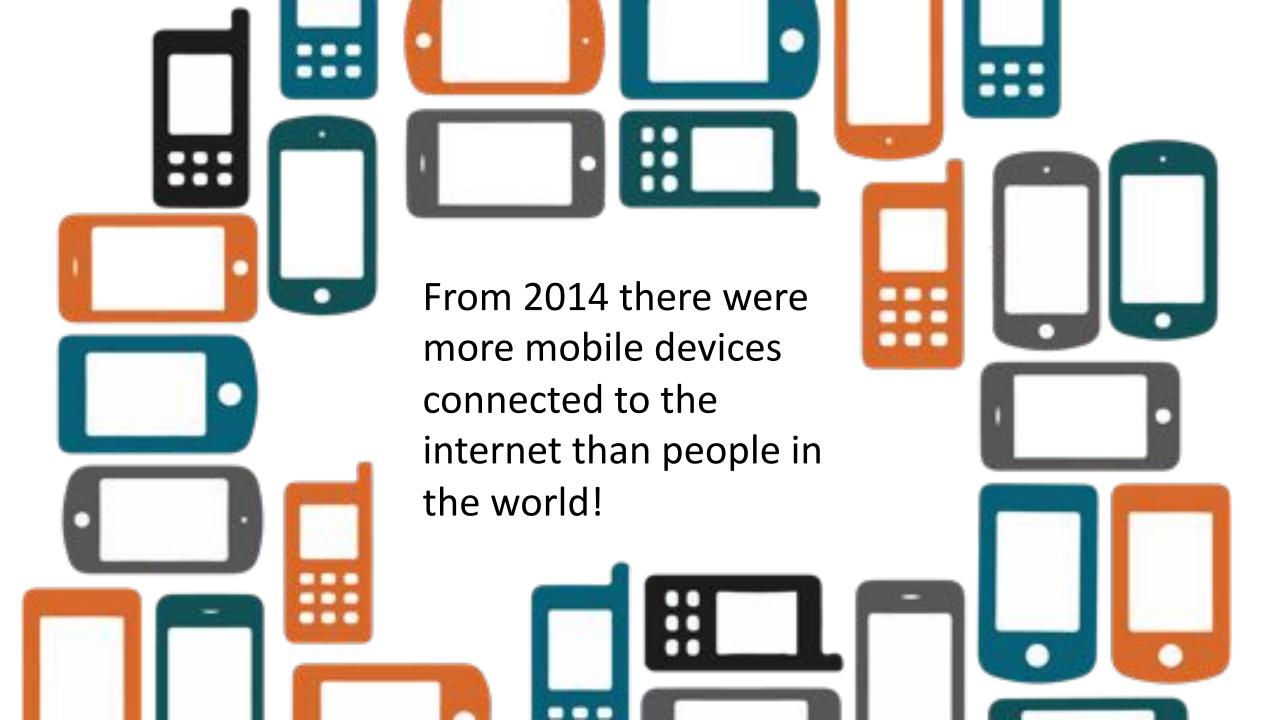


#### #30 New Screens

Vs. Digital Signage, OCH, Mines EDS & Projections







# According to

facebook



MORE THAN 26 120 MORE THAN 3,125,000 44,000,000 140 2,315,000 **NEW REVIEWS NEW ACCOUNTS** 243,055 SUBMISSIONS SEARCHES POSTED ON YELP OPENED ON ON REDDIT LINKEDIN 486,000 Shan MORE THAN MORE THAN 18,000 21,000,000 MORE THAN 70,000 WDEG MESSAGES SHARED 3,000,000 **MATCHES MADE MESSAGES SENT** SHARED MORE THAN 972,000 195,000 MINUTES OF AUDIO CHATTING **DAJLY SWIPES** ON TINDER ON WECHAT IN MORE THAN MORE THAN NETFLIX 69,500 150,000,000 E-MAILS ARE SENT **VIDEO WATCHED** SECONDS. ON NETVLIX Globe MORE THAN 48,000 ON IPHONE MORETHAN 95,000 MORE THAN ube 430,000 APPS DOWNLOADED ON ANDROID TWEETS SENT MORE THAN 2,700,000 MORE THAN 39,300 VIDEO VIEWS AND 139,000 HOURS HOURS OF MUSIC AROUND LISTENED OF VICEO WATCHED MORE THAN 56,000 MORE THAN 9,800 100 280,000 MORE THAN **14 NEW** PHOTOS **ARTICLES PINNED NEW DOMAINS** 300 HOURS UPLOADED **SNAPS SENT** REGISTERED **SONGS ADDED** ON PINTEREST ON SNAPCHAL OF VIDEO ARE UPLDADED ON SPOREY



Where To Play?

# Q. Where is the best place to hide a dead body?





# YOUI Website



63

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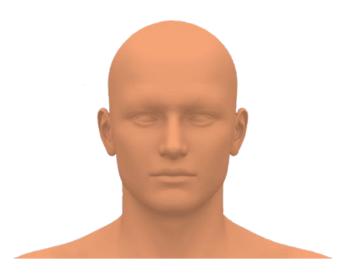


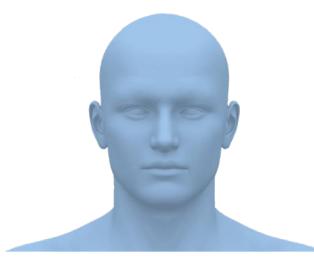
# Effective Communication

# 3 Steps to Understanding People



Communication Model







# Communication Model

**VISUAL** 

**AUDITORY** 

**KINAESTHETIC** 



**OLFACTORY** 

**GUSTATORY** 

## Communication Model

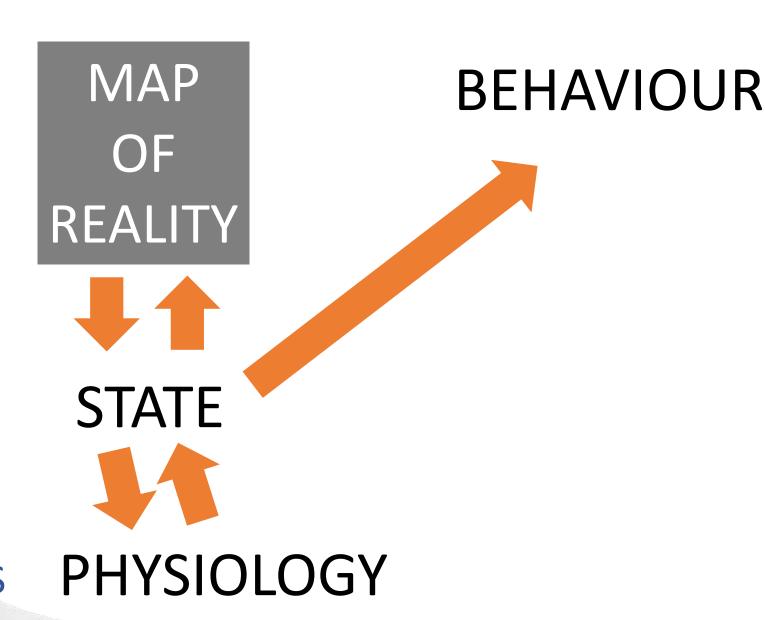
FILTERS -

**GENERALISE** 

**DISTORT** 

DELETE

VALUES
BELIEFS
MEMORIES
METAPROGRAMMES

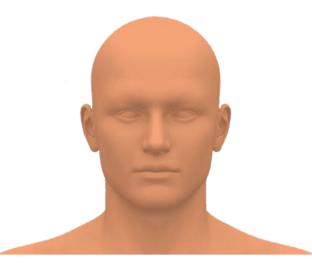


# Effective Communication

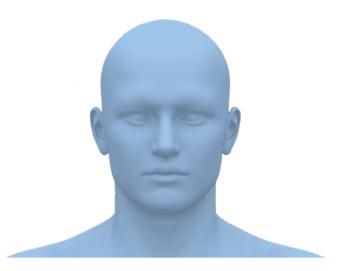
# 3 Steps to Understanding People



**Communication Model** 



Representational System





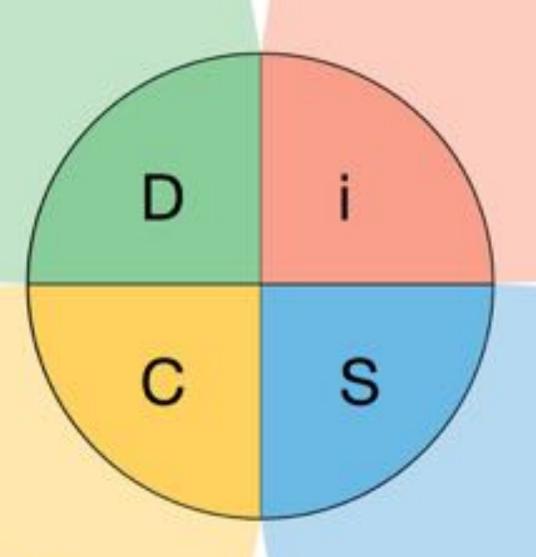
# Representational Systems



#### DOMINANCE

- Direct
- Results-oriented
- Firm
- Strong-willed
- Forceful

- Analytical
- Reserved
- Precise
- Private
- Systematic



#### **INFLUENCE**

- Outgoing
- Enthusiastic
- Optimistic
- High-spirited
- Lively

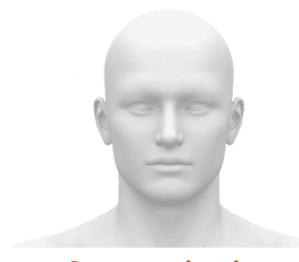
- Even-tempered
- Accommodating
- Patient
- Humble
- Tactful

CONSCIENTIOUSNESS

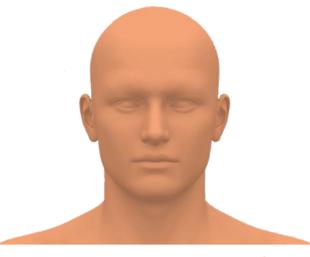
**STEADINESS** 

# Effective Communication

# 3 Steps to Understanding People



Communication Model



Representational System



**Context Matters** 





## Physiology







## Non-Verbal





Posture



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## Non-Verbal



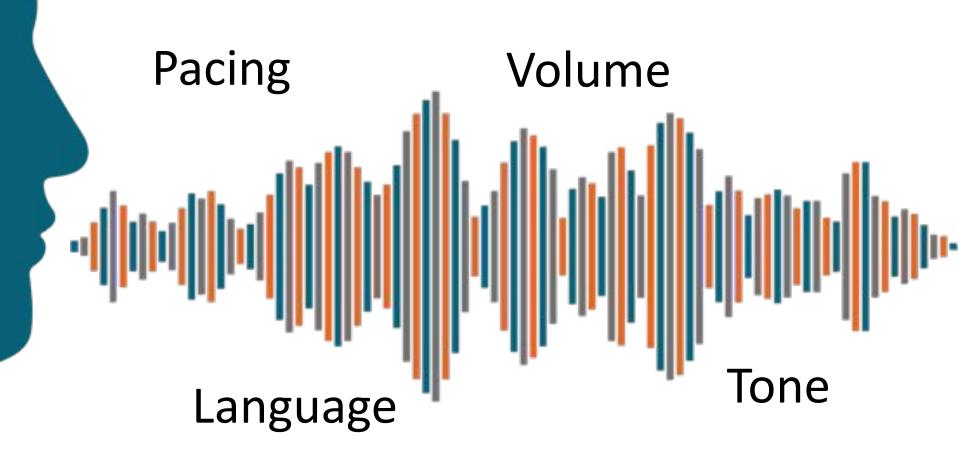
















# CONTEXT MARKET





## THE PRINCIPLE MAKING EXTRAORDINARY PROFITS

FROM ORDINARY SHARES

## JIM SLATER

"An essential building block for understanding incremental"



#### Introducing

# Vince Myers



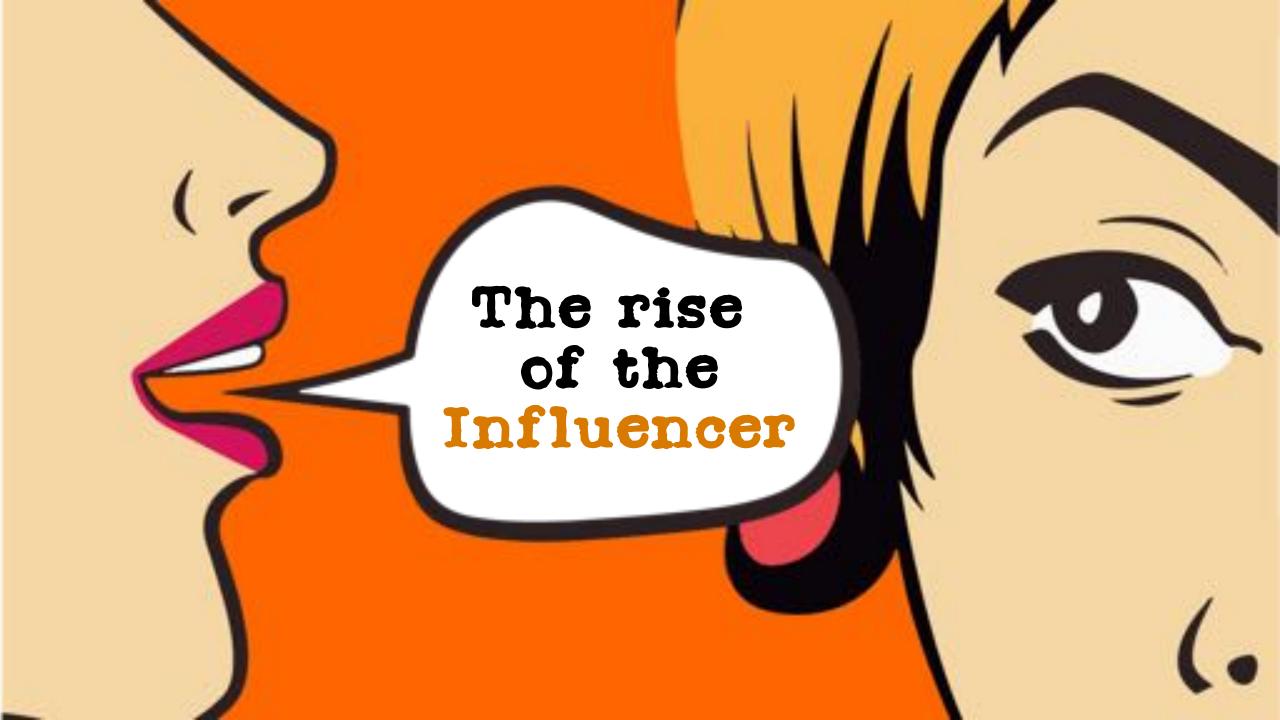
#### Discussion: Considering context...

Who makes the decision to work with you?

What might their different contexts be?

How does this reflect in your marketing?





## Credibility by Association





#### Memberships

**Networks** 

**Associations** 

**Institutes** 

Chambers

Events

**Conferences** 

Seminars

**Awards** 

**Exhibitions** 

Influencers

**Speakers** 

**Authors** 

Social Media

**High Profile** 

Organisers

JV Potential

**Suppliers** 

All of the above

Media

**Press** 

Magazines

**Blogs** 

**Podcasts** 

TV

Radio

**Webinars** 

### Build Your Network





Death Came Third

## Mastermind





## HUMAN TO HUMAN

THE NEW
B2B & B2C





#### Demonstrate Your



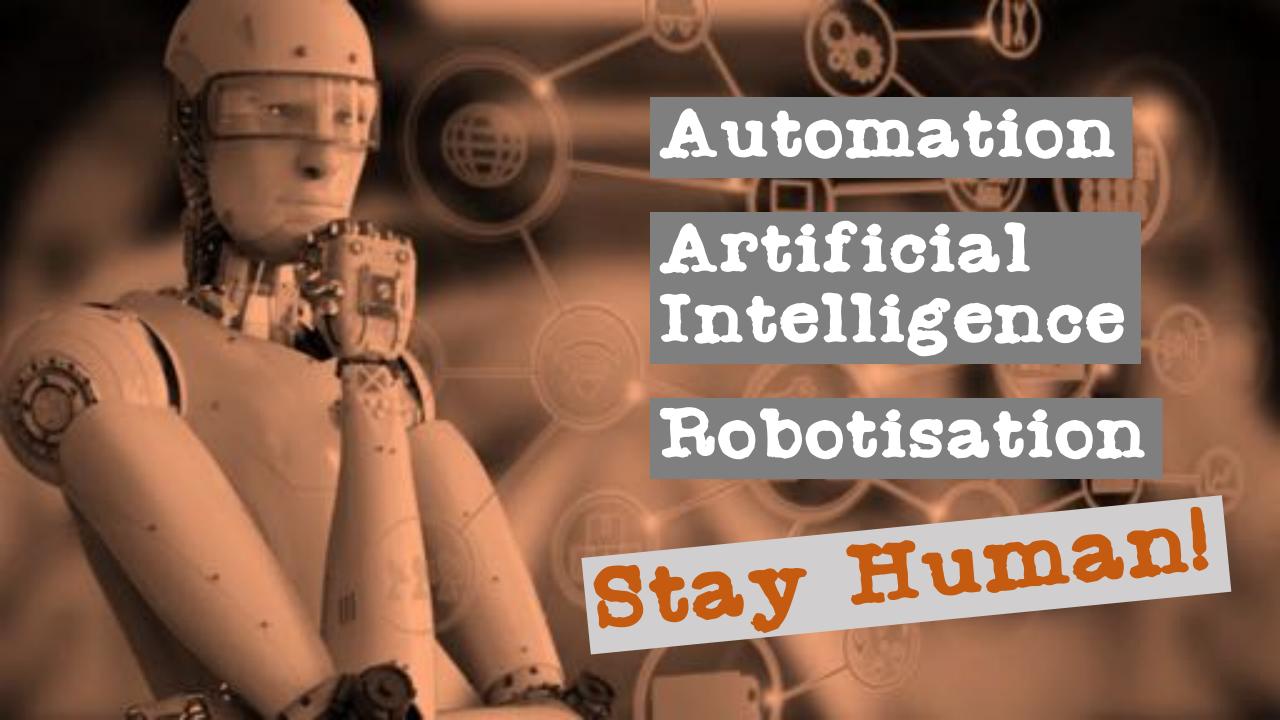




## REMEMBER In an age of...



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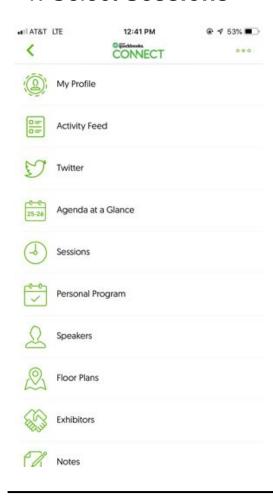


#### **Questions?**

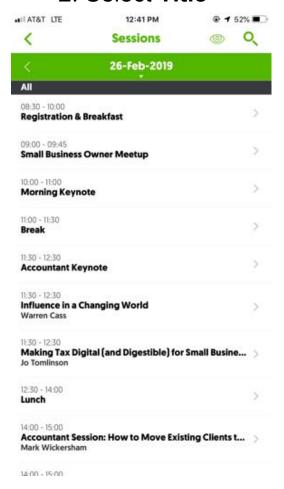


#### Rate this session

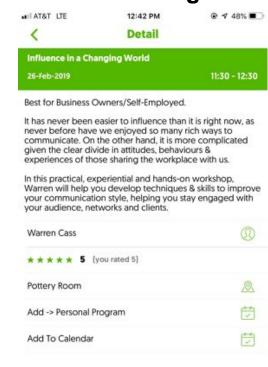
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#### 2. Select Title



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