



THE POWER OF INSTINCT: THE NEW RULES OF  
PERSUASION IN BUSINESS AND LIFE  
with Leslie Zane  
Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

## THE POWER OF INSTINCT: THE NEW RULES OF PERSUASION IN BUSINESS AND LIFE

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Award-winning Fortune 500 brand consultant and behavioral expert Leslie Zane shatters conventional wisdom, showing attendees how to tap into the hidden brain where instinct prevails, creating a powerful network of connections that drive people to buy your product, company, or vision. These connections dictate the decisions we make and cracks the code on how to influence it.

With science as your guide, as well as stories from the worlds most successful brands from McDonald's and Lululemon to the Yankees and Taylor Swift, you'll learn:

- What kind of messages create the greatest amount of positive associations
- Why finding new customers accelerates growth and relying on existing ones is a trap
- Why emotional stories are not enough to drive trial and long-term loyalty

## LESLIE ZANE

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An alumna of Yale, Harvard Business School and Bain & Company, Zane is a recipient of the Congressional Women of Distinction and the Ogilvy Award. In 2021, she coined the term "Covid-stasis" forecasting the pandemic's lasting psychological and behavioral effects. Zane has been published in prestigious publications including Knowledge@Wharton, Harvard Business Review, World Economic Forum, Newsweek and Ad Age. Zane is a board member of El Centro Hispano, the leading non-profit empowering Hispanic immigrants with skills to thrive in the United States. Leslie is the foremost authority in the nation on harnessing the instinctive mind to accelerate decision making and business growth.

FOR REGISTRATION PLEASE CONTACT: **Anne Kurzrock** - IMS Regional Director - Chicago

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