

**BE**

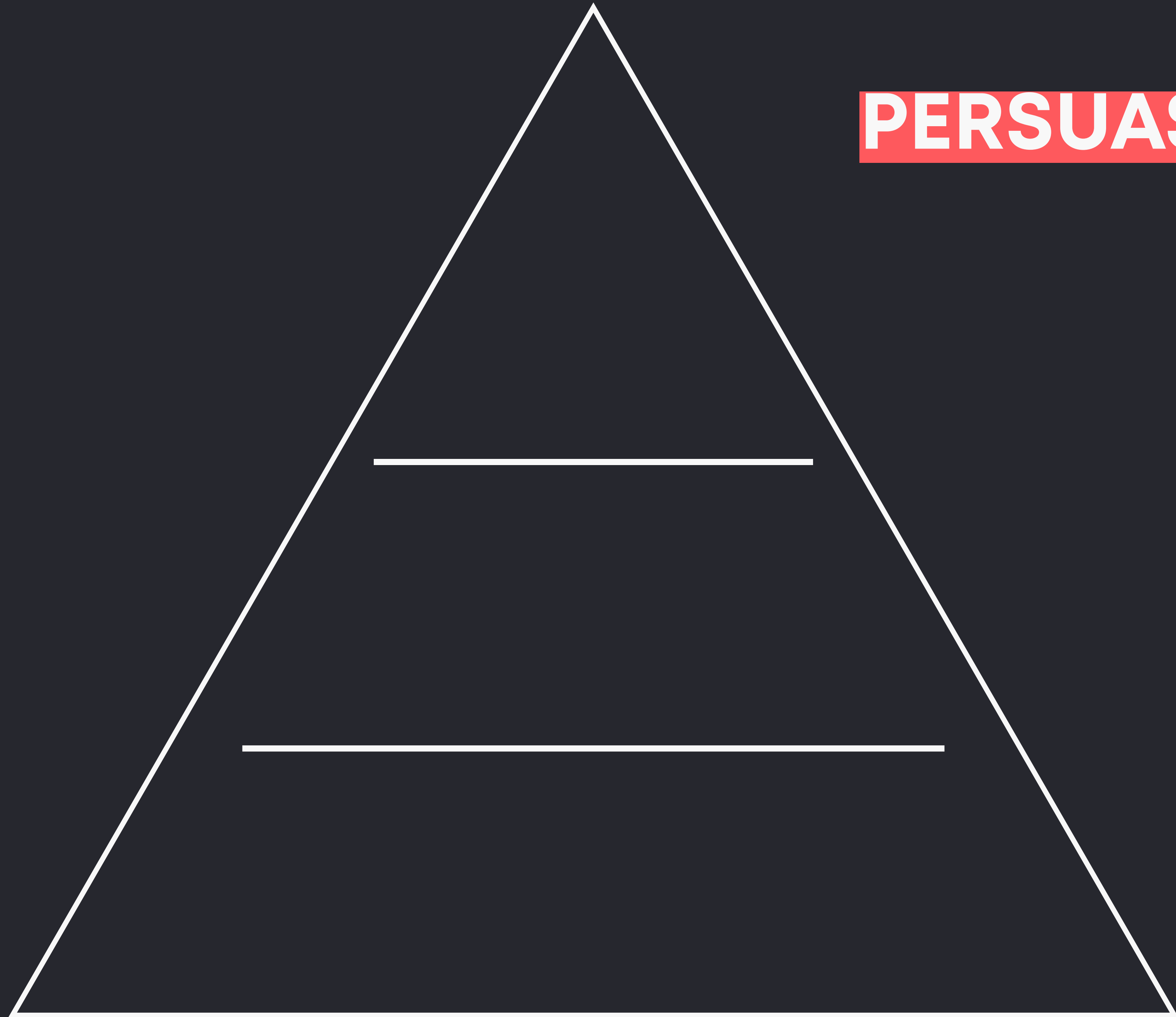
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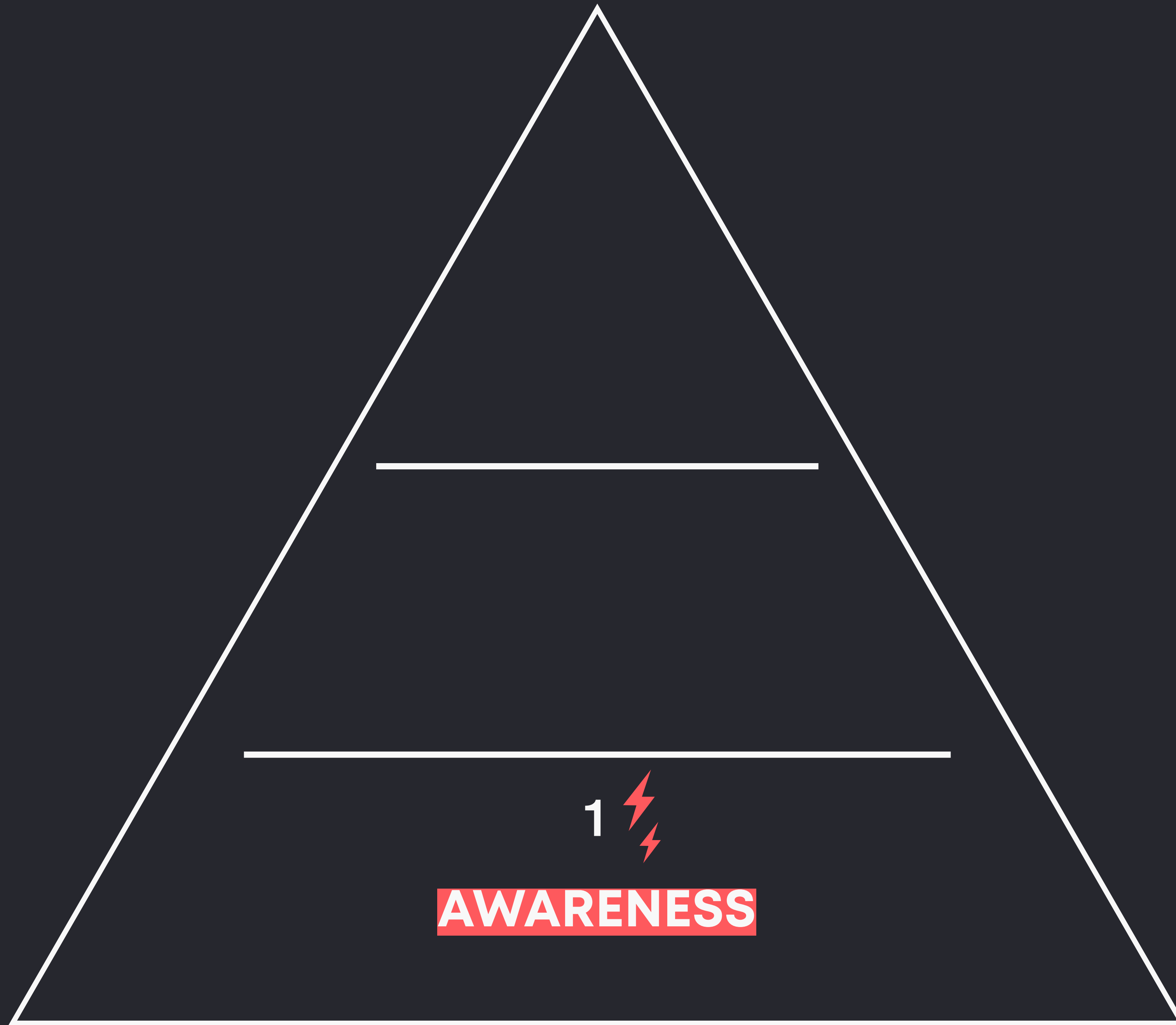


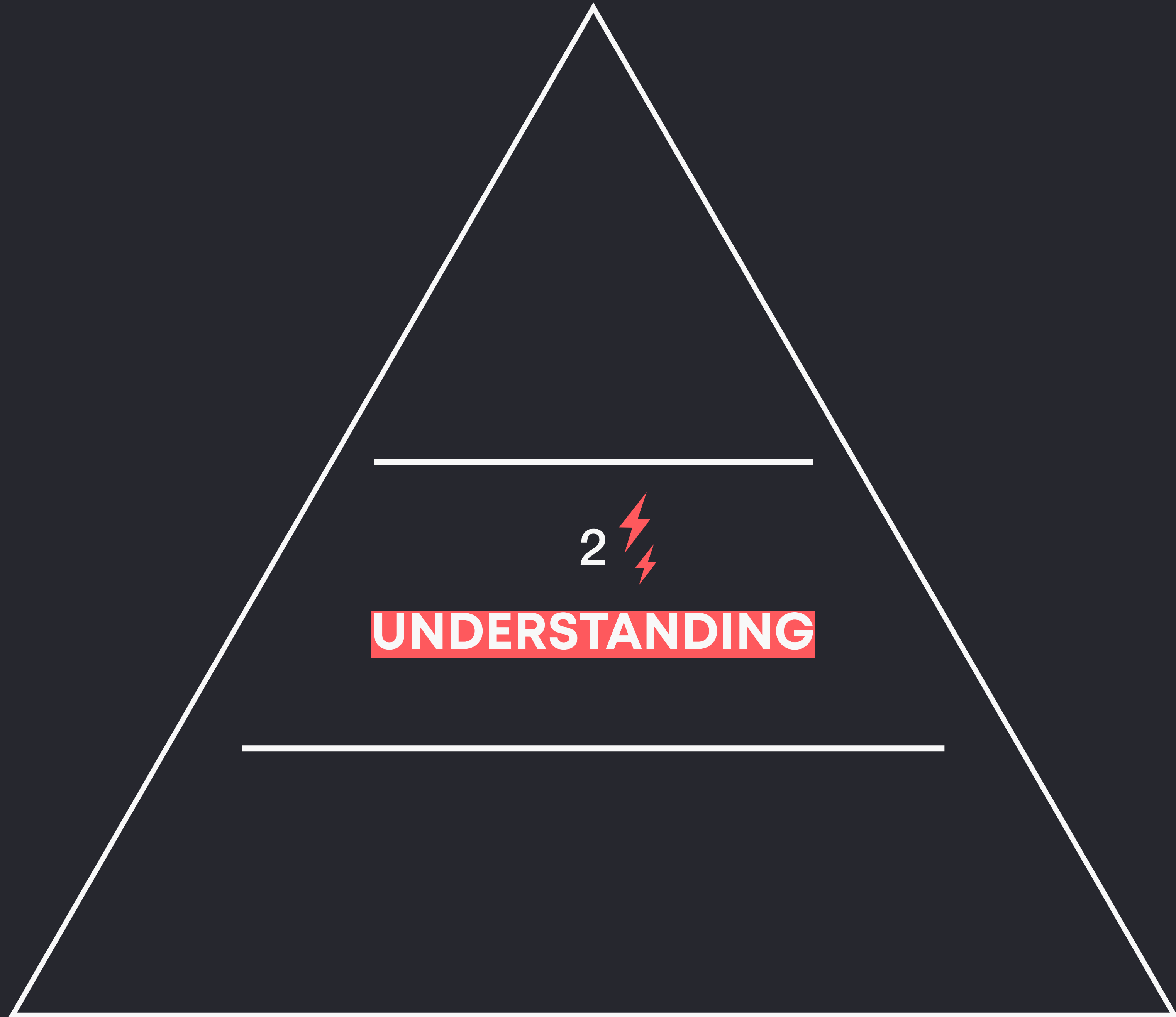
Chris Laping

4-Time CIO & Best-Selling Author

# PERSUASION







3 ⚡

**PREFERENCE**



**CONFLICT**



# STEP 1: OBSERVATIONS



# STEP 2: IMPACT





# STEP 3: SOLUTIONS

**BE**

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