



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

Leslie Zane, an award-winning Fortune 500 brand consultant and behavioral expert, challenges conventional thinking by revealing how to unlock the power of the hidden brain—the realm where instinct takes the lead. By tapping into this subconscious network of connections, she demonstrates how to drive people to embrace your product, company, or vision. These unseen connections shape decisions and hold the key to influencing consumer behavior.

Guided by cutting-edge science and compelling stories from iconic brands like McDonald's, Lululemon, the New York Yankees, and even Taylor Swift, you'll discover:

- How to craft messages that build the strongest positive associations
- Why acquiring new customers fuels growth, while over-relying on existing ones can stall progress
- Why emotional storytelling alone isn't enough to inspire trial or long-term loyalty

Prepare to decode the science of influence and transform how you drive brand success.

LESLIE ZANE

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.

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