



LIMBINIC  
—CONSULTING—

# INFLUENCE ACCELERATOR<sub>V1.0</sub>

**MASTER THE MECHANICS OF PERSUASION  
AND BUILD INFLUENCE THAT  
COMPOUNDS.**





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—CONSULTING—

# INFLUENCE ACCELERATOR

The **Influence Accelerator** is built for founders, operators, and cross-functional leaders who need to influence decisions quickly and effectively across departments, hierarchies, or boards.

Inside this toolkit, you'll find strategies to:

- Frame moves across functions with clarity
- Accelerate team alignment without added friction
- Build buy-in across leadership and operational layers

Whether you're scaling a team or navigating strategic shifts, this toolkit helps you lead with cognitive confidence and behavioural precision.



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# EXECUTIVE PRESENCE PACING GUIDE

## A BEHAVIOURAL CHECKLIST TO CALIBRATE TONE, CADENCE, AND BODY LANGUAGE FOR HIGH-TRUST, HIGH-AUTHORITY LEADERSHIP COMMUNICATION

**Audience:** Founders, CEOs, C-suite leaders, public speakers

**Use Case:** Use before board meetings, all-hands, press appearances, or high-stakes conversations where confidence must be felt, not just stated


### Core Insight:

Executive presence isn't about charisma. It's about *nervous system transfer*. Your pacing, tone, and presence either regulate the room, or rattle it.

## 3 PACING ANCHORS THAT BUILD AUTHORITY


### 1. Deliberate Starts

"Take 2–3 full seconds before speaking. Let the silence do the work."

-  Why it works: Triggers attention and signals self-trust
- Use: At the start of meetings, answers, or key messages

### 2. Cadence Control


"Slow down on insight. Speed up on summary."

-  Why it works: Helps the audience track emotional *and* logical weight
- Use: When delivering strategy, conflict updates, or vision



### 3. Body Stillness = Cognitive Control

“Minimize excess movement during tension moments. Stillness signals certainty.”

-  Why it works: Low motion = high signal leadership
- Use: During objections, cross-talk, or performance reviews

### -tone Tweaks That Shift Perception Instantly

Message Type	Tone Tweak	Signal Sent
Hard decision	Downward inflection	Confidence, finality
Rallying moment	Upward tempo, firm tone	Energy, motion
Open disagreement	Calm, slower, permission-granting	Trust, space for challenge
Vision casting	Pause-heavy, quiet emphasis	Gravity, authority

#### Pro Tip:

Record a 2-minute voice memo pitching a vision. Listen back and ask:

“Would I follow this person into the unknown?”

If not, adjust cadence, stillness, or tone until it feels inevitable.



# THE 1:1 INFLUENCE GUIDE FOR EXECUTIVES

## A CONVERSATION TOOLKIT TO TURN CHECK-INS INTO ALIGNMENT, COACHING, AND TRUST-BUILDING MACHINES

**Audience:** CEOs, VPs, founders, team leads, senior advisors

**Use Case:** Use in recurring check-ins or high-stakes 1:1s to deepen clarity, defuse tension, and reinforce performance narratives


### Core Insight:

1:1s aren't just about updates, they're *the front line of culture and retention*. The right prompts and frames can shift performance, loyalty, and velocity.

## THE 4-PART 1:1 STRUCTURE (INFLUENCE-CENTERED)


### 1. Frame the Room (Psychological Safety Cue)

"Let's treat this as a space to think together, not perform."

-  Trigger: Reduces performative tension
- Use early to set tone for honesty and insight

### 2. Check the Emotional Pulse


"On a scale from 1-10, how clear do you feel about where you're headed, and how supported do you feel getting there?"

-  Trigger: Emotional clarity → strategic alignment
- Follow-up: "What would make that a 9 next week?"




### 3. Anchor the Impact Frame

“Here’s one way I saw you make the team better last week...”

-  Trigger: Identity reinforcement
- Use to align actions with deeper role perception

### 4. Shape Forward Momentum

“If we fast-forward 90 days, what’s the one thing you’ll be proud you built, solved, or unlocked?”

-  Trigger: Future-self motivation
- Then ask: “What’s the first micro-step we can take this week?”

### Bonus Phrases to Build Influence in 1:1s

- “I trust you to own this. Let me know where you need backup.”
- “This is yours to shape. I’ll challenge you, but I won’t override.”
- “I see the intention behind what you’re doing, and I respect it.”

### Pro Tip:

Don’t just use this for your direct reports, use it *upstream* too. Executives influence sideways, down, and up.



# THE EXECUTIVE DECISION FILTER

## A 5-QUESTION BEHAVIOURAL TOOL TO CLARIFY THINKING, REDUCE BIAS, AND MAKE SMARTER LEADERSHIP DECISIONS UNDER PRESSURE

**Audience:** CEOs, founders, strategic advisors, leadership consultants

**Use Case:** Use before making high-stakes decisions, communicating direction, or navigating internal conflict

### **Core Insight:**

The most dangerous decisions feel logical, but are emotionally hijacked. This filter interrupts default bias loops and restores high-frame, high-clarity leadership thinking.

## THE 5-QUESTION DECISION FILTER

### **1. What would I decide if speed *wasn't* a factor?**



Counters: Urgency bias, time compression distortion

### **2. What outcome would my *future self* regret not pushing for?**



Counters: Loss aversion, fear-based settling

### **3. If I had to *defend this publicly* to the team, how would I justify it?**



Counters: Self-preservation bias, ego-driven shortcuts



#### 4. What's the emotional undercurrent I'm not naming yet?

🧠 Counters: Affective blindness (ignoring fear, pride, resentment, hope)

#### 5. Is this decision aligned with the *kind of leader I'm becoming*?

🧠 Counters: Identity drift, reactive patterning

#### ✳️ **How to Use This:**

Answer these questions *in writing* when the stakes are high, clarity is low, or you feel cornered. Review your answers 30 minutes later. Your framing will have shifted.



# THE DECISION CASCADE BLUEPRINT

## A BEHAVIOURAL MODEL FOR ALIGNING TEAMS AROUND DECISIONS QUICKLY; WITHOUT CONFUSION, RESISTANCE, OR SECOND-GUESSING

**Audience:** Executives, strategic leads, chief of staff, team managers

**Use Case:** Use after key decisions, new initiatives, shifts in direction, org changes, etc., , to roll them out with clarity and cohesion

### Core Insight:

Decisions don't fail from disagreement, they fail from *diffusion*. This blueprint ensures that once a decision is made, it cascades with momentum, not chaos.

## THE 4-PART DECISION CASCADE

### 1. Signal the Shift

"Here's what's changing, and here's why now."



Behavioural Need: Urgency and narrative context



Tip: Anchor it to timing, not just logic

### 2. Anchor the Tradeoff

"What we gain from this is worth more than what we're giving up."



Behavioural Need: *Cognitive closure*



Tip: Acknowledge cost, but frame it as intentional



### 3. Define the First Mile

“Here’s what happens in the next 7 days, and who owns what.”

🧠 Behavioural Need: *Clarity over ambiguity*

🔧 Tip: Start small, specific, and momentum-driven

### 4. Reinforce the Why, Again

“This isn’t just a change. It’s a step toward how we lead, decide, and win as a company.”

🧠 Behavioural Need: Repetition = reinforcement

🔧 Tip: Use emotionally resonant language on repeat

## EXAMPLE CASCADE MESSAGE (MINI SCRIPT)

“We’re shifting from [X process] to [Y model].

Why? Because waiting 6 weeks to ship kills our competitive edge.

What it means: [Team A] will pilot this over 2 weeks. [Team B], you’ll be brought in by week 3.

I’ll be reviewing feedback weekly. This change is how we protect speed, focus, and clarity as we scale.”

### ✳️ Pro Tip:

Every decision deserves a cascade. If it affects *more than one person*, treat it like a rollout, not a reply-all.



# HIGH-STAKES MESSAGING TEMPLATES

## PRE-WRITTEN FRAMEWORKS FOR COMMUNICATING WITH CLARITY, CONTROL, AND AUTHORITY TO INVESTORS, BOARD MEMBERS, AND MEDIA

**Audience:** Founders, CEOs, Heads of Comms, Investor Relations

**Use Case:** Use when delivering sensitive updates, pivots, or high-visibility statements where tone and framing are mission-critical

### **Core Insight:**

In high-stakes comms, *how* you say it is the message. These templates preserve trust, signal competence, and create narrative control, without sounding defensive or uncertain.

## 3 ESSENTIAL TEMPLATES

### **1. Investor Update – Calm Control Format**

Subject: Q2 Momentum and Strategic Refocus

We're simplifying to scale. This quarter, we:

- Consolidated 2 product lines to focus on our highest-leverage path
- Reduced monthly burn by 18%
- Increased conversion in our top funnel by 22%

The lesson? Focus compounds.

We'll share updated projections next week; leaner, faster, and sharper.

✅ Signals: Clarity, control, momentum



## 2. Board Communication – Strategic Tradeoff Frame

“This direction costs us flexibility short-term, but gains us compounding trust and margin long-term.

We’ve modelled 3 paths and this is the one with the highest strategic yield, even if the optics are slower near-term.

Alignment now avoids rework later.”

✅ Signals: Thoughtful risk, long-frame leadership

## 3. Media / Press Response – Neutral Confidence Format

“We’re proud of the progress, but never done refining.

Every step forward teaches us how to serve better, faster, and with more clarity.

If this move raises questions it means people care. We’ll keep showing why it matters.”

- ✅ Signals: Transparency, confidence, maturity

### ✳️ Pro Tip:

Use *short, rhythmic paragraphs* and repeat 1–2 key words across the message. Cognitive fluency builds trust under pressure.



# THE STRATEGIC NARRATIVE BUILDER

## A MESSAGING FRAMEWORK FOR FOUNDERS AND EXECs TO CLEARLY COMMUNICATE VISION, BUILD BELIEF, AND GALVANIZE ACTION

**Audience:** CEOs, founders, heads of comms, strategic advisors

**Use Case:** Use to craft investor messaging, internal rallies, product launches, or brand positioning


### Core Insight:

People don't follow strategy, they follow *storylines*. This framework helps you shape a narrative that gives your vision emotional pull and structural clarity.

## 5-PART STRATEGIC NARRATIVE FRAMEWORK

### 1. The Tension


"The old way of doing X is broken. Here's why it no longer works..."

 Purpose: Create urgency and contrast

Use: Set up the gap between now and what could be

### 2. The Shift

"There's a change happening, but most haven't seen it yet."

 Purpose: Signal insight and position you as a leader of change

Use: Show you see the future others don't



### 3. The Promise

"We believe in a future where [new outcome] becomes the norm."

🧠 Purpose: Anchor belief in something emotionally desirable

Use: This becomes the north star for the team and audience

### 4. The Path

"That's why we're doing [X, Y, Z] right now, and here's how it connects."

🧠 Purpose: Make the vision feel achievable and current

Use: Tie today's work to tomorrow's payoff

### 5. The Invite

"If this resonates, here's how you can be part of it..."

- 🧠 Purpose: Trigger participation and identity alignment
- Use: Call to action, internal or external



## EXAMPLE (INTERNAL VISION MESSAGE)

"Hiring the best isn't enough anymore. Retention is the new strategy.

The companies who win won't just offer perks, they'll create emotional clarity and deep trust.

That's the future we're building. And it starts with how we lead, not just how we hire.

Our first step: 3 new rituals this quarter to increase connection.

If you care about building that kind of culture, you're in the right room."

### **Pro Tip:**

Use this framework across decks, town halls, LinkedIn posts, or investor comms. One strong narrative, multiplied = massive influence ripple.



# THE INFLUENCE LAYER MAP (FOR EXEC COMMUNICATION)

## A FRAMEWORK FOR STRUCTURING COMMUNICATION THAT ALIGNS LOGIC, EMOTION, AND TRUST IN EVERY MESSAGE

**Audience:** Founders, executives, heads of comms, senior advisors

**Use Case:** Use when writing or delivering high-stakes communication: all-hands, investor updates, board decks, or public messaging

### **Core Insight:**

Influence happens in layers, not in bullet points. This map helps ensure your messaging touches all three core dimensions: **emotional buy-in**, **logical clarity**, and **relational trust**.

## THE 3 LAYERS OF INFLUENCE (APPLY TO ANY STRATEGIC MESSAGE)

### **Layer 1: Emotional Framing (Start with “why it matters”)**

- “This isn’t just an update, it’s about how we *protect momentum* and *signal what matters* most.”
- “There’s a reason we’re making this move *now*, not later, and it’s not just the market conditions.”

✅ Outcome: Creates attention, resonance, urgency



## Layer 2: Cognitive Clarity (State “what’s happening” and “what to expect”)

- “Here’s the decision, what it affects, and how it’ll roll out over the next 30 days.”
- “We considered three paths. This is the one with the best upside-to-risk ratio.”

✅ Outcome: Reduces confusion, builds logical safety

## Layer 3: Relational Anchoring (Close with “how we move together”)

- “You won’t have to guess where I stand. I’ll be checking in directly as this unfolds.”
- “Even if this doesn’t land perfectly at first, your feedback is essential to getting it right.”

✅ Outcome: Increases trust, reinforces leadership presence

## TEMPLATE (APPLY THIS TO ANY MESSAGE)

1. **Start with:** “Here’s why this matters right now...”
2. **Then:** “Here’s what we’re doing and how it affects you...”
3. **Finish with:** “Here’s how I’ll support you and stay in lockstep...”

### ✳️ Pro Tip:

Audit your last 3 communications. Did they hit all 3 layers? If not, layer the influence next time.



# THE INFLUENCE OPERATING SYSTEM

## A 1-PAGE BEHAVIOURAL PLAYBOOK FOR CONSISTENT, HIGH-IMPACT EXECUTIVE COMMUNICATION AND LEADERSHIP PRESENCE

**Audience:** Founders, CEOs, C-suite leaders, high-stakes advisors

**Use Case:** Use as a weekly reference to lead with clarity, conviction, and influence across meetings, decks, messages, and decisions

### **Core Insight:**

Influence is a system, *not a style*. This 1-pager distills the core principles of high-trust, high-clarity leadership into a repeatable mindset and messaging guide.

## THE 5 LAWS OF EXECUTIVE INFLUENCE

### **1. Clarity Over Complexity**

"If they can't repeat it, they can't believe it."

✓ Strip jargon. Collapse ideas. Say it clean.

### **2. Emotion First, Logic Second**

"Belief precedes alignment."

✓ Start with *why it matters*. Then explain what it means.



### 3. Speak to Identity, Not Just Action

"You're the kind of leader who..."

"This team is built for..."

✓ Reinforce the *kind of people* they believe they are.

### 4. Repeat the Frame

"This is about trust."

"This is about focus."

"This is about momentum."

✓ Pick 1–2 words. Thread them through meetings, decks, and updates.

### 5. Presence Is the Message

"The way you pause *is* the way they remember."

✓ Cadence = confidence. Stillness = signal.

✓ Lead the nervous system, not just the roadmap.



## WEEKLY INFLUENCE RITUAL

Every Monday, ask:

- What's *one message* I need to reinforce this week?
- Where can I model my decision-making process out loud?
- Who needs belief more than direction?



### **Final Reminder:**

You don't scale by doing more. You scale by repeating *the right things* until they shape the culture beneath you.



# THE LEADERSHIP FRAMING PLAYBOOK

## A TOOLKIT OF HIGH-LEVERAGE PHRASES AND REFRAMES FOR SHAPING PERCEPTION, ALIGNING TEAMS, AND DRIVING CLARITY FROM THE TOP

**Audience:** Executives, founders, senior leaders, advisors

**Use Case:** Use during meetings, 1:1s, all-hands, or strategic rollouts to align minds through language that drives clarity and commitment


**Core Insight:**

Leaders don't just share updates. They shape *mental models*. These framing techniques help you lead with language that aligns emotion, logic, and momentum.

## 7 FRAMING MOVES EVERY LEADER SHOULD MASTER

### 1. The Clarity Reframe


"Let's zoom out. What are we *actually* trying to solve here?"

-  Effect: Cuts through noise and surface-level urgency
- Used when: The team is spinning in solutions without alignment



## 2. The Ownership Anchor

“We own this outcome. Nobody’s coming to fix it but us.”

 Effect: Signals agency without blame

Used when: Accountability needs to rise without triggering fear

## 3. The Directional Decision Frame


“This isn’t about perfect. It’s about directional momentum we can adjust later.”

 Effect: Reduces fear of commitment, encourages speed

Used when: Teams stall from overthinking or perfectionism

## 4. The Psychological Safety Cue

“If you disagree, say so now. I’ll take disagreement over silence every time.”

-  Effect: Invites trust, reduces groupthink
- Used when: Seeking real input in leadership forums or decisions



## 5. The Tradeoff Statement

"We're choosing *focus* over *flexibility*. That's a trade I'll own."

🧠 Effect: Makes sacrifice feel intentional, not imposed

Used when: Making hard calls or cutting options

## 6. The Future Mirror

"Imagine it's 6 months from now. What would make us say, 'That was absolutely the right move'?"

🧠 Effect: Elicits long-frame thinking

Used when: Stakes are high, team is tense, clarity is thin

## 7. The Closing Confidence Signal

"This direction is right. I'm clear. I've got your back."

🧠 Effect: Ends ambiguity, transfers certainty

Used when: Team needs anchoring after debate or drift

### 🌟 Quick Exercise:

Pick 2 of these and start using them *this week*. Framing is cumulative. Each moment shapes perception, trust, and velocity.



# THE BEHAVIOURAL INFLUENCE AUDIT

## A SELF-ASSESSMENT TOOL FOR EXECUTIVES TO MEASURE AND IMPROVE THEIR PERSUASIVE IMPACT ACROSS KEY LEADERSHIP MOMENTS

**Audience:** Founders, C-suite leaders, senior advisors

**Use Case:** Use monthly or quarterly to review your leadership presence, communication patterns, and influence precision

### Core Insight:

Influence isn't about charisma, it's about *consistency*. This audit reveals where your leadership presence is landing strong, and where it needs behavioural tuning.

## SECTION 1: COMMUNICATION PRESENCE

Rate yourself from 1 (rarely) to 5 (consistently):

Behavioural Signal	Score
I speak with <i>intentional pacing</i> and presence	
My team hears <i>why</i> a decision matters, not just what it is	
I reinforce priorities with <i>emotional clarity</i>	
I repeat core narratives across different channels	
I invite dissent without losing authority	

## SECTION 2: STRATEGIC MESSAGING

Behavioural Signal	Score
I reframe challenges as directional learning	
I align my updates to <i>future-state thinking</i>	
I simplify complexity without dumbing it down	
I know which audiences need <i>logic</i> , which need <i>belief</i>	
I close loops with clarity, even under ambiguity	



## SECTION 3: INFLUENCE IN MOTION

Reflect:

- Where has your language led to *action without repeat explanation*?
- Where have your decisions required backtracking due to missed framing?
- What behaviours have your *tone and tempo* reinforced?

### **Scoring Tip:**

Total score < 30? Focus on emotional framing and clarity.

30–40? You're credible. It's time to scale influence through repeatable models.

40+? You're ready to codify your leadership voice into systems.



## WHAT'S NEXT?

If you found this toolkit valuable, here are three ways to go further:

### 1. Book a Strategy Call:

Let's map these frameworks directly to your current challenge.

[Book Your Call Here](#)

### 2. Download Another Toolkit:

Explore toolkits for sales, leadership, persuasion, and negotiation.

 [See our Tool Kit Library HERE](#)

### 3. Subscribe to the Drip Series:

Get deeper behavioural strategies, templates, and case studies delivered in 5-minute reads.

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### Questions? Feedback?

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### Limbinic Consulting



"The Science of Influence for High-Stakes Professionals."

Limbinic empowers leaders in law, consulting, financial services, and other high-stakes industries to master the art and science of influence.

Our frameworks combine cognitive science, courtroom persuasion tactics, and elite-level strategic communication to help you shape outcomes where stakes, and scrutiny, are highest.

From closing multi-million-dollar contracts to winning high-risk negotiations, Limbinic gives you the tools to influence like a superpower.



### Reilly Sales Consulting (RSC)

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We install frameworks rooted in behavioural science that unlock complex buying groups, surface hidden objections early, and engineer decision-making confidence without the pressure tactics that buyers resist.

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