

SIZZLE SUBSTANCE

*Presenting
with the Brain
in Mind*

- Win Raving Fans Every Time
- Save Time, Money and Hassle
- Brain-Smart Training Strategies
- Develop World-Class Presenting Skills

ERIC JENSEN



Sizzle And Substance

Kathleen Armour



Sizzle And Substance:

Sizzle & Substance Eric P. Jensen, 2007 *Sizzle & Substance* Eric Jensen, 1998-02-16 Formerly a publication of The Brain Store Links brain research to adult learning providing hundreds of strategies for opening with pizzazz engaging your participants handling hecklers making content relevant and much more **Sizzle Substance , Let's Be Frank** Frank Biondi, Jane Biondi Munna, 2022-09-20 Integrity Kindness Hard work Substance and value Are these the words that describe a media mogul They are when it s the late Frank Biondi the former CEO of HBO Universal Studios and Viacom who leaves a legacy far beyond the movies and TV you love Through Frank s example we can learn how to make good relationships alongside great deals earn respect while earning multi million dollar returns and maintain character even when surrounded by an industry full of characters Let s Be Frank began in the final years of Frank Biondi s life as he recorded the story of his career while fighting stage four cancer a battle he sadly lost in 2019 His daughter Jane Biondi Munna compiled his words along with recollections from media industry luminaries Peter Chernin Tom Freston Alan Horn Sherry Lansing Alan Schwartz and more so that we can all draw inspiration from Frank Biondi s remarkable business acumen and management style and channel our inner Frank as we navigate life s challenges and opportunities *Out* , 2002-06 Out is a fashion style celebrity and opinion magazine for the modern gay man **The Sustainable Edge** Ron Carson, Scott Ford, 2016-01-19 NEW YORK TIMES BESTSELLER The Sustainable Edge Fifteen Minutes a Week to a Richer Entrepreneurial Life was written for business owners who are seeking a fuller more rewarding work life balance In this easy to reference practical guide authors and entrepreneurs Ron Carson and Scott Ford share personal anecdotes to their own career successes Each chapter is designed to inspire entrepreneurs to define and sustain a competitive edge in the complex fast changing world of business Relying on insights and proprietary tools based on decades of experience the authors teach you how to achieve your goals across four key areas your business your teams your clients and your personal lives In this book you will learn the authors trademarked Business Implementation Quotient IQ Grower process that appears in the form of end of chapter exercises These easy to perform exercises can be completed in as little as 15 minutes per week to help your company boost its own Business IQ This work is an important read for entrepreneurs in search of achieving the sustainable edge in their careers and their lives

Advice and Dissent Alan S. Blinder, 2018-03-27 A bestselling economist tells us what both politicians and economists must learn to fix America s failing economic policies American economic policy ranks as something between bad and disgraceful As leading economist Alan S Blinder argues a crucial cultural divide separates economic and political civilizations Economists and politicians often talk and act at cross purposes politicians typically seek economists advice only to support preconceived notions not to learn what economists actually know or believe Politicians naturally worry about keeping constituents happy and winning elections Some are devoted to an ideology Economists sometimes overlook the real human costs of what may seem to be the obviously best policy to a calculating machine In Advice and Dissent Blinder shows how both sides can shrink

the yawning gap between good politics and good economics and encourage the hardheaded but softhearted policies our country so desperately needs

Lead Positive Kathryn D. Cramer, 2014-02-17 How to implement effective magnetic leadership by applying asset based thinking and shifting your mindset from the negative to the positive Lead Positive takes the fundamentals of Asset Based Thinking ABT and turns them into a playbook for successful leadership ABT is a simple mindset management process that shows people how to make small shifts in perception and thinking to achieve great results Cramer shows leaders how to apply ABT to shift their attention away from what is negative and learn to intentionally shine the spotlight on the positive beneficial facts of a situation As they make this mental shift from negative to positive aspects they improve their optimism empathy and confidence When their mindset zooms in on what is strong valuable and possible what they say and do is far more likely to inspire others to action In short ABT helps leaders shift internally so they can excel externally Lead Positive weaves neuroscience and positive psychology to create effective leadership strategies

Close More Sales! Mike Stewart, 1999 The most successful salespeople are the ones that continually learn and improve their performance This positive and realistic guide encourages both newcomers and seasoned pros to learn or rediscover the basics of superlative salesmanship Written by a professional sales trainer the book is filled with proven techniques for mastering each stage of the process from properly planning and actively listening to asking for the sale

The Powerful and the Damned Lionel Barber, 2020-11-05 Extraordinary TONY BLAIR Riveting PHILIPPE SANDS Brutal brilliant and scurrilously funny MISHA GLENNY The real scoop isn't on the front page As FT editor I was a privileged interlocutor to people in power around the world each offering unique insights into high level decision making and political calculation often in moments of crisis These diaries offer snapshots of leadership in an age of upheaval Lionel Barber was Editor of the Financial Times for the tech boom the global financial crisis the rise of China Brexit and mainstream media's fight for survival in the age of fake news In this unparalleled no holds barred diary of life behind the headlines he reveals the private meetings and exchanges with political leaders on the eve of referendums the conversations with billionaire bankers facing economic meltdown exchanges with Silicon Valley tech gurus and pleas from foreign emissaries desperate for inside knowledge all against the backdrop of a wildly shifting media landscape The result is a fascinating and at times scathing portrait of power in our modern age who has it what it takes and what drives the men and women with the world at their feet Featuring close encounters with Trump Cameron Blair Putin Merkel and Mohammed Bin Salman and many more this is a rare portrait of the people who continue to shape our world and who quite literally make the news

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