



# Nicholas Boothman

## How to Connect in Business in 90 Seconds or less

Internationally acclaimed author of several books including “How to Make People Like You in 90 Seconds or Less” and “How to Connect in Business in 90 Seconds or Less,” Nicholas Boothman has informed, entertained and inspired thousands of people with his presentations, talk-shows and writings. His techniques have helped thousands add more value to their business and their personal lives.

The New York Times calls him “one of the leading experts in face-to-face communication in the world,” the Economist Magazine calls him “truly inspirational” and Good Morning America says, “His book is my bible!”

A former international fashion and advertising photographer, Nicholas worked in an industry where people decided how they felt about each other within a matter of seconds. Today, an entertaining speaker, he speaks to corporations, colleges and universities around the world, including both the Harvard and London Business Schools.

More than 500 corporations, thousands of small businesses, and six of the world’s leading business schools know that the faster you can connect and articulate your business ideas face-to-face – and get them acted on – the faster you’ll pull ahead of the competition.

That’s why they contacted Nicholas Boothman.

# How to Connect in Business in 90 Seconds or Less



## Why is it easier to get along with some people than it is with others?

We can't choose our neighbors and we can't make a living selling to our friends. We don't have the luxury of choosing our colleagues, our managers, our clients or counterparts in other companies. But we can choose how to get cooperation, rather than confrontation or apathy, with them and with all sorts of different people.



Audiences learn how to

- Adjust their attitude
- Maximize first impressions with different types of people
- Neutralize the fight of flight response
- Engender trust and respect
- Find common ground with strangers
- Articulate their ideas in simple ways
- Connect with the emotions
- Identify the different ways people communicate
- Network strategically
- Know their message is getting through
- Get people talking and keep them talking

This speech is not about a new business theory; it's about how you can become more successful in business and life by learning to connect with your customers, clients, colleagues, bosses, employees, and even total strangers in ninety seconds or less.

Contact: