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- Persuasion Expert
  - TEDx / International Speaker
  - Author  
*Getting Others To Do What You Want*



**LYNNE FRANKLIN**  
Be the Most Persuasive Person in the Room

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## Lynne Franklin Intro

I asked our speaker, Lynne Franklin, about the toughest day she had at work.

Lynne said it was when she was a counselor in a home for troubled boys. One of her kids—a fourteen-year-old named Fred—threatened to kill her with a machete. Then Fred chopped the phone cord—Lynne’s only lifeline—and told her if she tried to call for help, he’d cut her, too.

Twenty minutes later, after she did some fast talking—and sweat through everything she had on—Fred gave her the knife. Lynne says that’s the litmus test for her job. As long as no one pulls a machete on her, she’s having a good day!

Lynne is a leadership communication expert and past president of the National Speakers Association Illinois Chapter. She wrote *Getting Others To Do What You Want*, and is working on her next book—*Leaders on Rapport: Secrets to Creating Successful Connections*. Her TEDx Talk, on how to be a mind reader, went viral, with about 4 million views.

Please join me in welcoming Lynne.