



DOMINIK MESSIAEN

SPREKER/KEYNOTE SPEAKER

HANDOUT EY - MAY 7, 2026

Drive growth with smart influence techniques

Use one technique each week. Practice until it becomes automatic. Before you know it, you'll stand out in every conversation.

Mental Rehearsal: imagination works

Your brain cannot distinguish between a vividly imagined situation and reality. Top athletes use this. Now you can too.

Visualize a conversation or phone call in detail. The more vivid the image, the more real it feels to your subconscious mind.

👉 **Quick Win:** picture your client conversation vividly. Hear the questions and objections. Feel your calm tone. See the opportunities. Which techniques do you apply? Add detail until it feels real.

Agreement Frame: 'Yes, and at the same time...'

Most people instinctively use the word 'but'. Unfortunately that word cancels everything that came before it. If you say 'Your analysis is strong, but we're missing some data', the brain hears 'Your analysis is not strong.' Replace 'but' with 'and at the same time'. Both ideas stay intact and there's no loss of face. You challenge while preserving the relationship.

👉 **Quick Win: feedback on client analysis:**

❌ 'This is a good model, but it doesn't account for market volatility'

✅ 'This is a strong model, and at the same time we see that market volatility still has an impact'

👉 **Quick Win: managing scope creep:**

❌ 'We understand the additional request, but it's outside scope.'

✅ 'We understand how important this request is, and at the same time it sits outside the current scope'

👉 **Quick Win: challenging a strategic decision:**

❌ 'I understand your reasoning, but this is risky'

✅ 'I understand your reasoning, and at the same time we see a few risks we should make explicit'



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Loss frame: people act to avoid loss

People are more motivated to avoid losses than to achieve gains. Losses typically feel about twice as strong as equivalent gains.

For maximum impact:

- combine with the agreement frame
- make the loss concrete with hard numbers
- use it ethically: base it on realistic scenarios

👉 Quick Win for S&E: transformation urgency:

Gain frame: 'This transformation can improve efficiency by 20%.'

Loss frame: 'Without this transformation, 20% inefficiency remains locked in your operations every year.'

Use in a meeting:

'You're performing strongly, and at the same time a significant part of your efficiency remains untapped.'

👉 Quick Win for M&A: deal timing:

Gain frame: 'This is a strong acquisition opportunity.'

Loss frame: 'Delaying this acquisition increases the risk that a competitor secures the asset.'

Use in a live deal discussion:

'We see strong strategic fit, and at the same time timing is critical.'

👉 Quick Win for TD: decision quality:

Gain frame: 'This helps you make a better decision.'

Loss frame: 'Without full visibility, you risk overpaying.'

Use in a client discussion: 'You're in a position to move forward, and at the same time there is still a real risk of overpaying'

👉 Quick Win for VME: valuation accuracy:

Gain frame: 'This model improves valuation accuracy.'

Loss frame: 'Without a robust model, you risk mispricing the asset.'

Use in a meeting:

'The current model gives direction, and at the same time there is still a risk of mispricing.'



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Anchoring: set the reference point

Your brain automatically looks for a reference point and compares everything that follows to it. Therefore, set the anchor yourself. Everything that follows will be judged against it.

👉 **Quick Win: underpromise, overdeliver:** people don't judge absolute value, they judge value versus expectation. Set a slightly conservative anchor. Be precise and use hard numbers instead of abstract language like 'value creation' and 'transformation'. Frame timelines, impact and outcomes with margin.

Example (timeline): 'Based on similar projects, this typically takes 10-12 weeks'

-> deliver in 9 weeks

Example (impact): 'If we achieve 15% efficiency improvement, that would really be strong'

-> deliver 22%

Result: as you exceed the mental benchmark, the client feels a 'win'. This increases satisfaction disproportionately.

Priming: the first impression sets the stage

What you say or show first shapes how your client experiences everything that follows. Subtly plant the right ideas upfront so the client considers you as a strategic partner, not a service provider.

If your service feels like a pitch, you're too late. If it feels like a conclusion, you've primed it right.

👉 **Quick Win: PRIME -> BRIDGE -> OFFER**



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1. Prime: ask a *question* that opens the right mental frame:
'Where do you see the biggest growth opportunity in the next 12 months?'
'What is holding you back from scaling faster?'
2. Bridge: connect their answer to a *broader context*: 'We see this often with companies at your stage...'
3. Offer: position your service as the *logical next step*:
'That's exactly where strategy work accelerate impact.'

👉 **Quick Win: WEBSITE:** most websites prime “supplier”. You want to prime “strategic partner”.

1. start with a *decision frame*, not a description:

- ❌ 'We are a global consulting firm'
- ✅ 'Make faster strategic decisions with less risk'

Now you prime speed, impact, leadership!

2. Add *social proof* immediately: 'Trusted by CFOs to drive growth and reduce risk'

+ use logos of recognizable clients and C-level testimonials

The client feels: 'People like me work with them'

3. Use a *problem to outcome* structure:

'Revenue slowing down? We help you unlock growth without increasing risk'

This primes urgency, relevance and solution thinking.

👉 **Quick Win: LINKEDIN:** make sure prospects think 'This person understands my world'. The biggest mistake is posting insights, trends or generic expertise because this primes 'interesting, but not relevant for me'. What to do instead?

- 1) start with a *recognizable situation*: 'The project is delivered. The insights are clear but execution never really starts'. This primes wasted potential, frustration and creates a natural opening for the next service.

2) use *micro-scenarios*: people love stories

3) end with a *thinking question* to start the conversation

- ❌ 'What do you think?'
- ✅ 'What is one growth opportunity your team is ignoring today?'



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Your website and LinkedIn shouldn't just inform. They frame how the client sees you: strategic partner or service provider.

Double Bind: you choose, I guide

Give two options where both lead to your goal. It feels like freedom, and at the same time it guides action.

👉 Quick Win: move from analysis to action

❌ 'We recommend starting implementation.'

✅ 'Would you prefer to validate this with a 6-week pilot in one business unit, or capture value earlier by a broader rollout from the start?'

👉 Quick Win: increase stakeholder engagement

❌ 'We need more engagement from your team.'

✅ 'Would you prefer to align the leadership upfront in one session, or address misalignment later in smaller groups?'

👉 Quick Win: close next steps

❌ 'Let's move forward with this.'

✅ 'Would you prefer to secure momentum by starting next month, or take a few weeks to align internally and start the month after?'

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Follow me on [LinkedIn](#)! Be the first to know when my book is published. It's planned for spring 2027.

