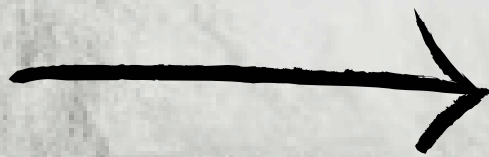


Inside the LAB

The 33- Millisecond Handshake

SWIPE TO LEARN MORE



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Inside the LAB

**It takes 33
milliseconds
for someone to
decide if they
trust you.**

[research shared by Abbie Marono on the Negotiations Ninja Podcast]



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**Once that
judgment is
made, the brain
stops looking
for truth...**

...and starts looking for confirmation.



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**A genuine smile
triggers oxytocin.**

It calms fight-or-flight.

The poker face?

It signals you're hiding
something.



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**First impressions
aren't soft skills.**

**They're revenue
drivers.**

**Invest in yourself to move the
needle.**



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