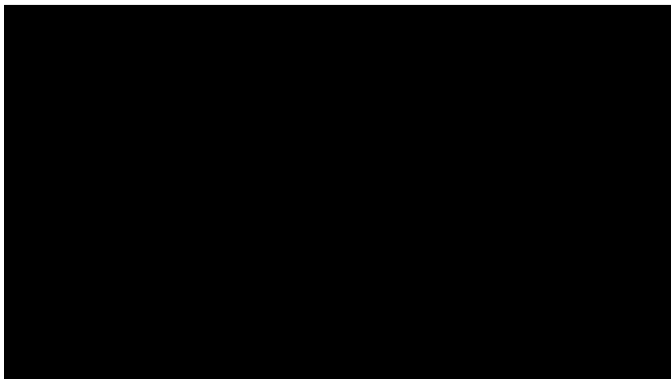


Be the speaker  
they want to hear

Five 3D chess pawns are arranged in a line. The central pawn is green, while the four flanking pawns are white. They are set against a plain white background.

Jack Downton  
Managing Director, 'The Influence Business'

Paul Clayton  
'The Influence Business'



ACE Model  
Client Relationship Skills

Five white, 3D rectangular blocks are stacked vertically. Each block has a black letter on its top face, spelling out the word "TRUST" from top to bottom.

TRUST

AUTHENTIC ACTION

A small blue bowl with a splash of water and a goldfish jumping out, next to a larger blue bowl.

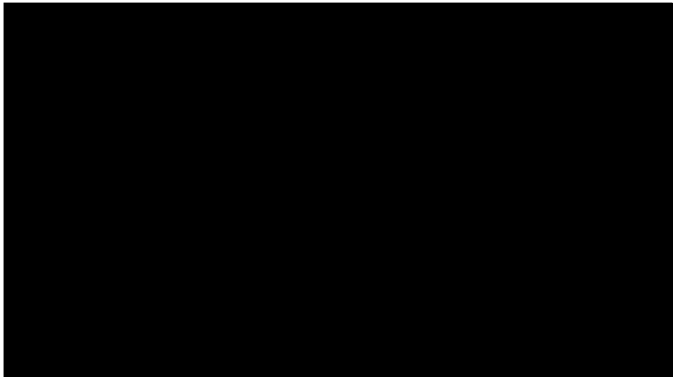
TRUST

COMPLETE COMMUNICATION

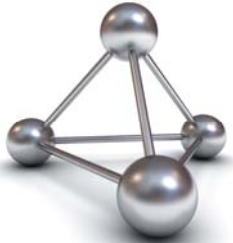
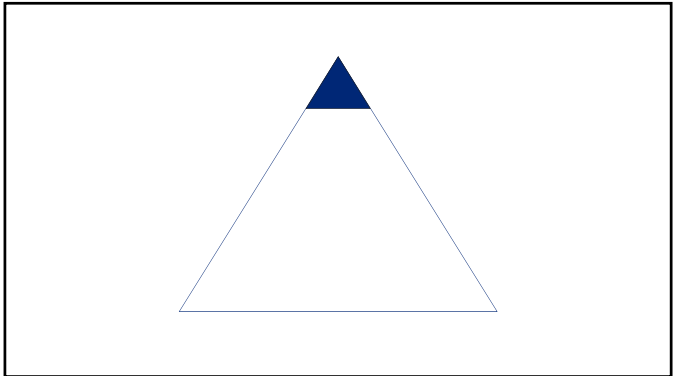
Two tin cans connected by a green string, representing a tin can telephone.

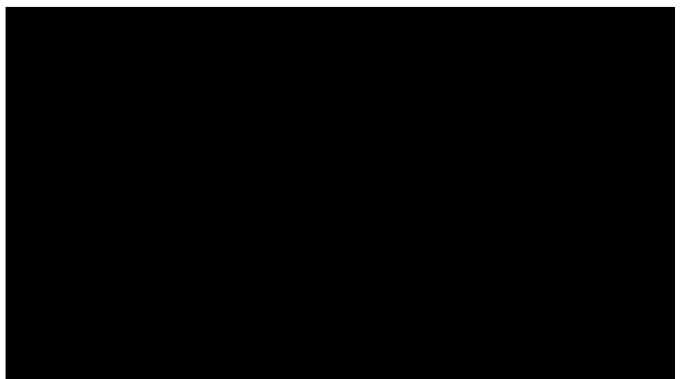
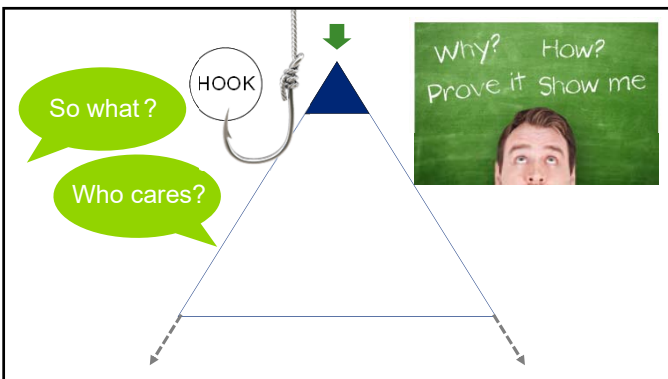
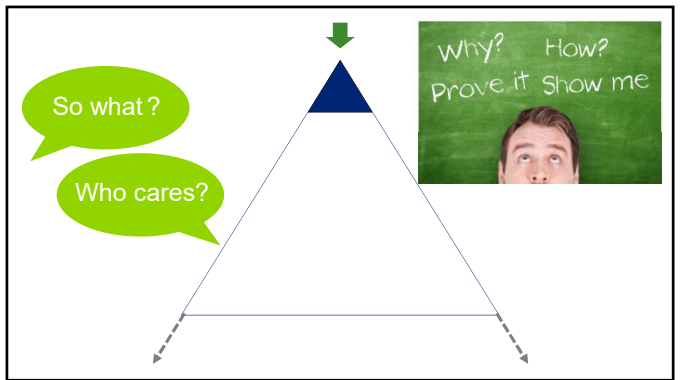
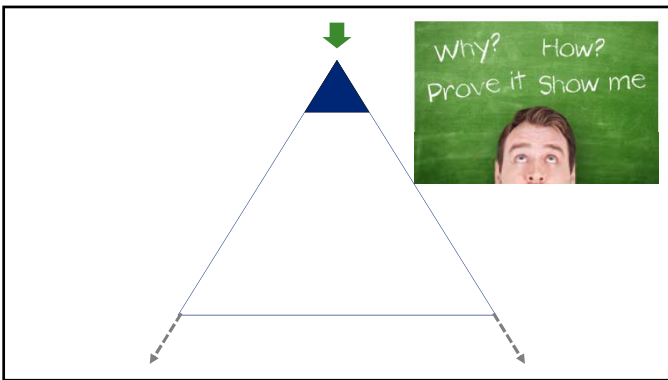
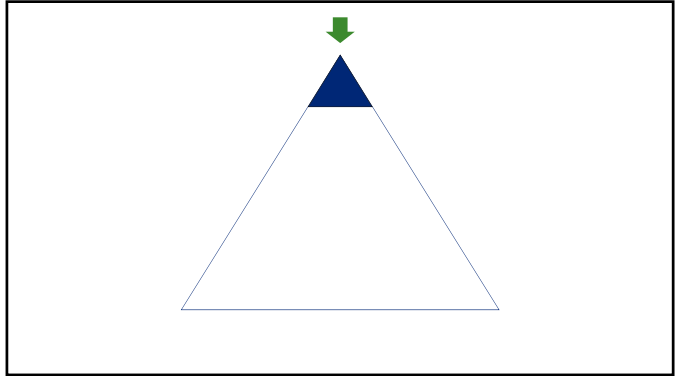
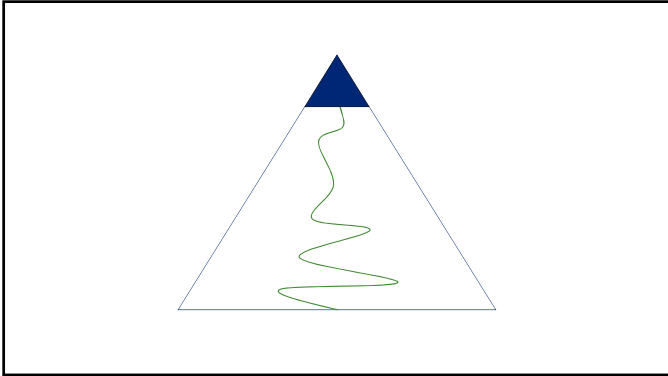
TRUST

EMOTIONAL ENGAGEMENT

A man in a suit jumping joyfully with his arms outstretched.

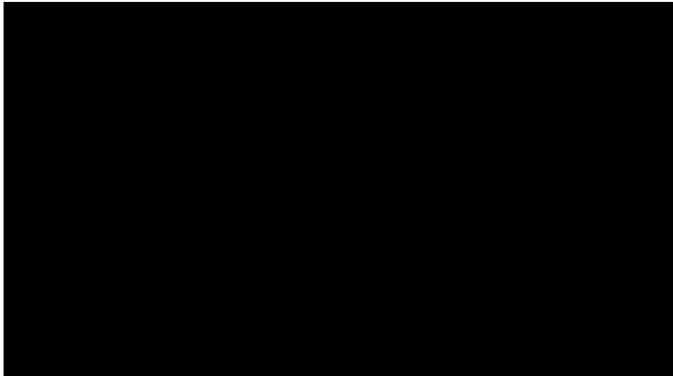
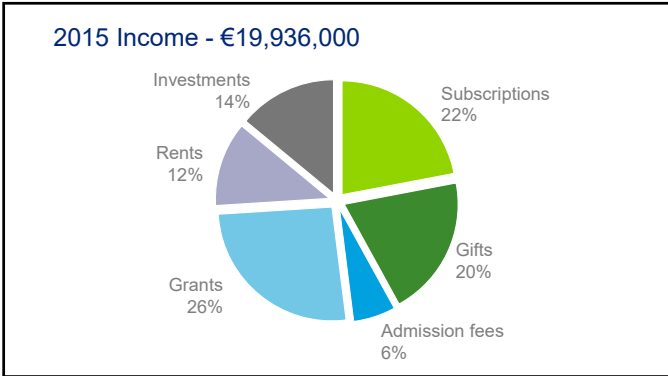
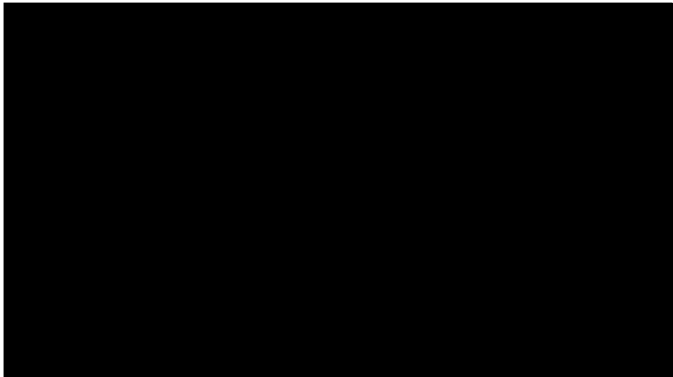
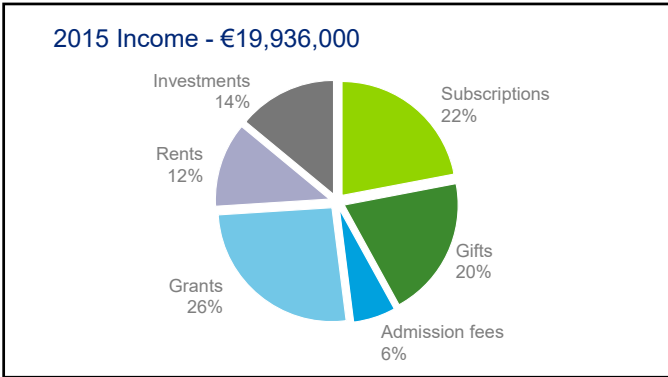
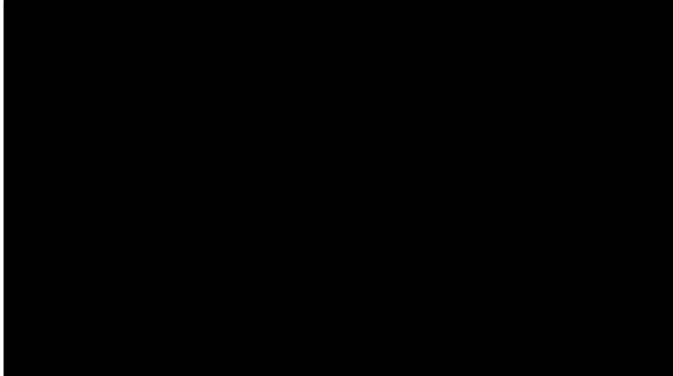
STRUCTURE

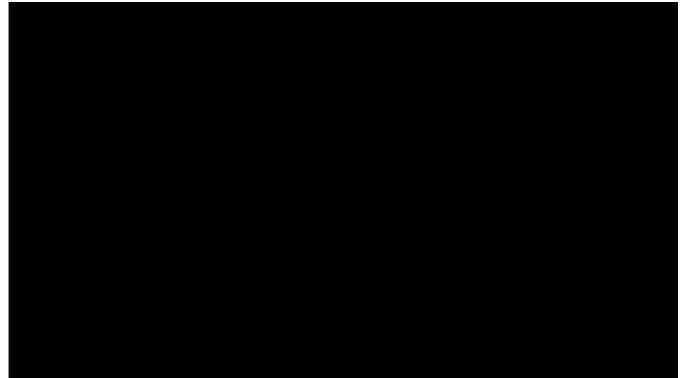
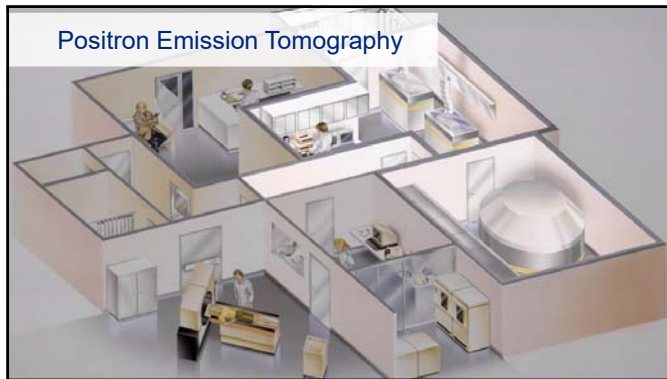
A 3D geometric structure of four spheres connected by rods, forming a tetrahedron.



**VISUAL AIDS**

What works  
What doesn't  
& Why



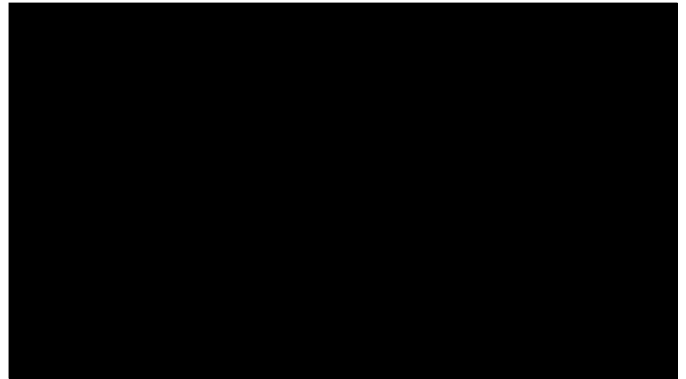


## EUROPEAN LAW

There are two main ways in which European law is generated: Firstly, Regulations which have to be embodied immediately into the law of each member country. Secondly Directives, the principles of which member countries are obliged to adopt in their national laws. This process is called 'transposition' and gives members some flexibility in implementation.

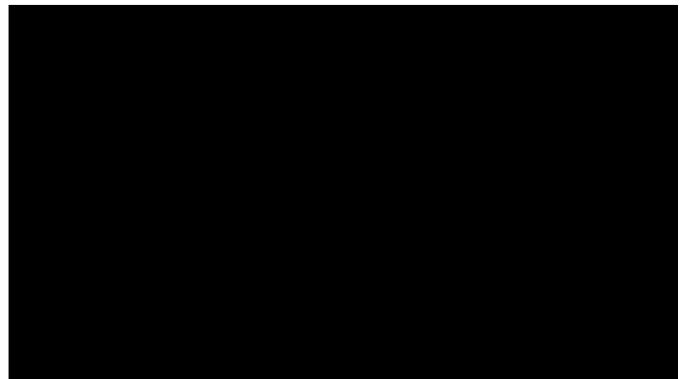
When disputes arise concerning the adoption of European Law either by or within member countries, The European Court of Justice will rule. Some national courts, including those of Britain and France have upheld the view that European law has precedence over national law.

Some national parliaments have tried to oversee the activities of the European Union by setting up specialist committees.



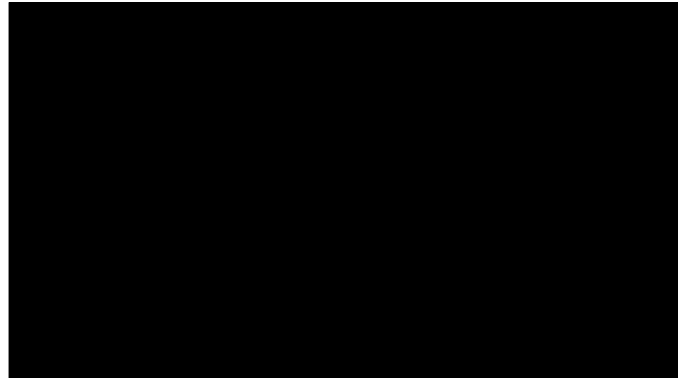
## EUROPEAN UNION INSTITUTIONS

- Commission
- Council of Ministers
- European Council
- European Parliament
- European Court of Justice



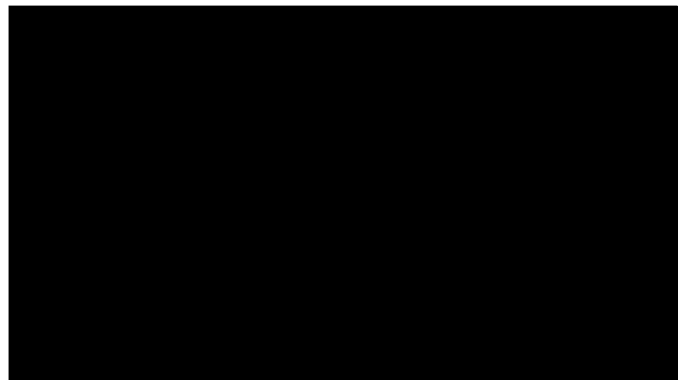
EUROPEAN UNION INSTITUTIONS

- Commission
- Council of Ministers
- European Council
- European Parliament
- European Court of Justice



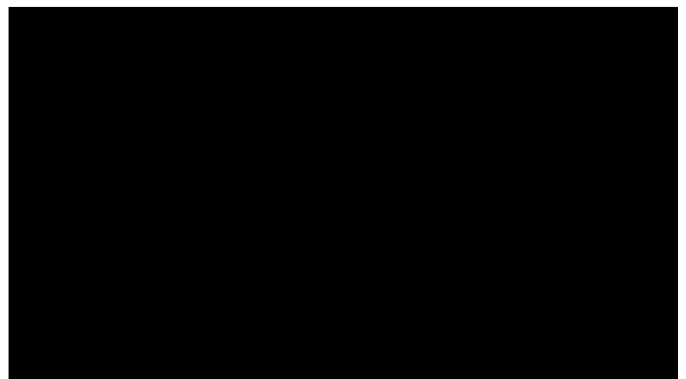
EUROPEAN UNION INSTITUTIONS

- Commission
- Council of Ministers
- European Council
- European Parliament
- European Court of Justice

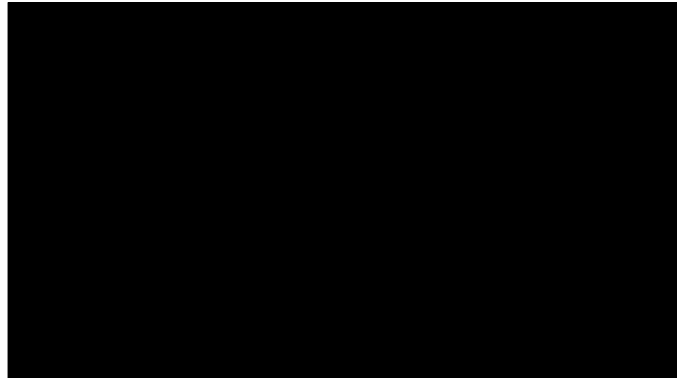


EUROPEAN UNION INSTITUTIONS

- Commission
- Council of Ministers
- European Council
- European Parliament
- European Court of Justice



COMMISSION



COUNCIL OF MINISTERS

