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# THE INFLUENCE WITHIN

*How Small Changes Create **BIG IMPACT***



*Every choice creates a ripple—  
what choice will you make?*

# THE INFLUENCE WITHIN:

## How Small Changes Create Big Impact

Relationships are at the heart of everything we do—whether personal, professional, or incidental. They determine how we feel, how we achieve our goals, and how we navigate challenges. However, when relationships get complicated, many people feel powerless, frustrated, or stuck. We assume we can only control our own actions and wait for others to change their behavior. But what if the way we respond could influence not just our actions but also how others engage with us?

In this guide, I introduce the 50-75-100 solution—a neuroscience-backed framework that I teach my clients to help them rewire their interactions and optimize relationships. It's not about changing others but about transforming how we think, respond, and show up. Through thoughtful choices, small shifts, and consistency, you can influence the dynamics of interactions, create better outcomes, and shape your future.

I specialize in helping clients apply neuroplasticity—the brain's ability to rewire itself—to achieve personal growth, improve communication, and optimize their emotional responses. This guide introduces the tools and mindset shifts you need to harness your brain's potential to create meaningful change in your interactions and outcomes.



# THE 50-50 MYTH:

## Why You Have More Influence Than You Think



Many people assume that relationships function as a 50-50 equation: each person controls half of the interaction. If the relationship isn't working, we assume the other person isn't doing their part. This way of thinking leaves us feeling frustrated and stuck, waiting for someone else to change. But neuroscience shows that our responses create feedback loops—what we put into an interaction affects what we get back.

Through my work with clients, I teach that how we respond can significantly influence others' behavior, shifting interactions beyond our 50% control. Our ability to regulate emotions and respond intentionally makes it possible to influence not only how we act but also how others react to us. This is the foundation of the 50-75-100 solution.

By mastering your emotional responses, you can shift interactions to 75% in your favor—or even 100%. When you change how you respond to others, you offer them a better version of yourself to engage with, creating a ripple effect that fosters trust, cooperation, and constructive dialogue. I work closely with clients to develop these skills, using specific exercises and strategies designed to rewire their brains for better emotional regulation and improved communication.



# EMOTIONAL REGULATION:

## The Key to Influence and Impact



At the core of the 50-75-100 solution is emotional regulation—the ability to manage your internal state regardless of what’s happening around you. Neuroscience explains that our brain’s amygdala (the emotional center) activates the fight-or-flight response when we feel threatened. This can lead to impulsive reactions that escalate conflict, creating negative feedback loops.

When I work with clients, one of the first things I teach is how to pause in moments of emotional activation. Even a five-second pause allows the prefrontal cortex—the brain’s executive center responsible for rational thought and impulse control—to engage. In these moments, you can make thoughtful decisions rather than reactive ones.

Over time, these deliberate responses rewire the brain. Neuroplasticity, the brain's ability to form new neural pathways, means that every time you pause and respond constructively, you strengthen new, healthier patterns. With repetition, these new responses become automatic, helping you maintain emotional control even in high-pressure situations.



I help clients optimize neuroplasticity through personalized exercises that encourage new ways of thinking and behaving. Whether through role-playing difficult conversations, practicing mindful self-reflection, or using journaling techniques to track triggers, these strategies reinforce positive neural connections, making thoughtful responses second nature.



# FROM 50% TO 75%:

## Expanding Your Influence

The transition from 50% control to 75% influence comes from mastering your reactions and offering others a new emotional state to respond to. Through deliberate, thoughtful responses, you can shift the dynamic of any interaction.

Here's how I guide clients in developing this skill:

### »» Pause Before Reacting

- The ability to pause and reflect before reacting is a skill I teach early on. It interrupts the brain's automatic emotional responses, giving you the space to choose your next step thoughtfully. I encourage clients to practice "micro-pauses" throughout their day—brief moments to check in with their emotional state—so it becomes easier to pause in challenging interactions.

### »» Offer a Better Version of Yourself

- Every interaction is an opportunity to offer others a new version of yourself to respond to. Instead of matching frustration with frustration, respond with curiosity or kindness. I help clients develop scripts and techniques for staying calm under pressure so they can engage constructively even when tensions run high. These consistent shifts create new feedback loops, moving interactions toward better outcomes.

## »» Reframe Challenges with Empathy

- A key technique I teach is the cognitive reframe—the ability to shift your perspective and view challenging situations from a more empathetic lens. When you understand that someone's behavior reflects their pursuit of happiness (even if poorly expressed), it's easier to respond without defensiveness. Through exercises that develop empathy and emotional flexibility, clients learn how to defuse conflict and foster cooperation.





# THE SCIENCE OF INFLUENCE:

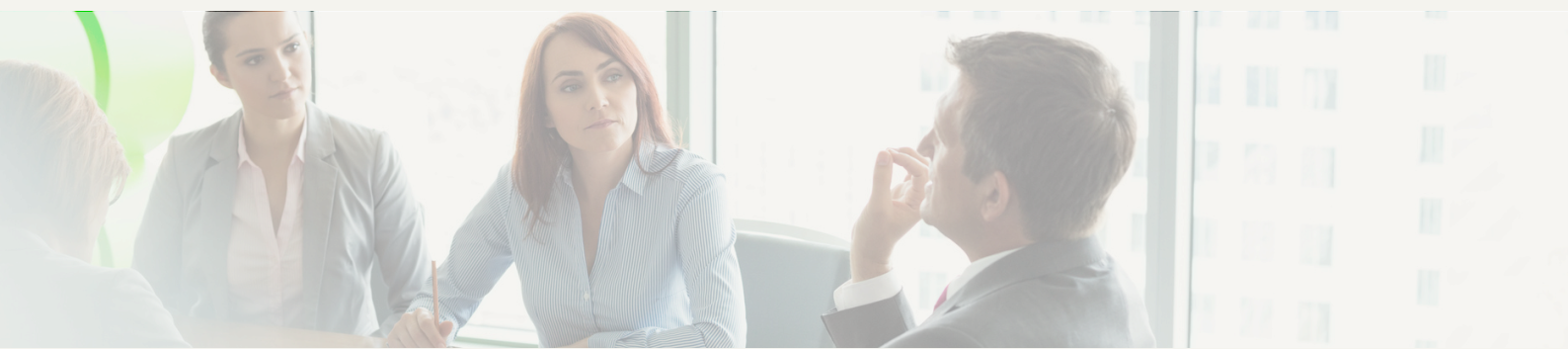
## A Real-Life Example

During my second PhD while conducting research at NYU, I encountered a situation that tested everything I knew about emotional regulation and influence. After months of work, I was preparing to publish my research when a senior collaborator publicly criticized my methodology. Their objections threatened the entire project, and I felt the familiar wave of frustration rise within me—a classic amygdala-driven response.

But instead of reacting defensively, I paused, engaged my prefrontal cortex, and asked myself: What if their objections are rooted in their own concerns and not a personal attack? This reframe allowed me to respond calmly and constructively. I suggested we meet privately to discuss their concerns.

In that meeting, I began by thanking them for their feedback and asked them to walk me through their perspective. I watched as their defensiveness eased. We were able to collaborate on a solution, ultimately improving the quality of the research and building a stronger professional relationship.

This experience showed me the power of small, deliberate shifts in response. By managing my reactions, I influenced the outcome beyond what I thought was possible. It wasn't just about controlling my half of the interaction—it was about creating a positive feedback loop that transformed the entire dynamic.



# THREE NEUROSCIENTIFIC PRINCIPLES THAT DRIVE CHANGE

These three principles, rooted in both neuroscience and personal growth, form the foundation of the 50-75-100 solution. They guide my work with clients as we optimize brain function for emotional regulation, influence, and personal success.

## 1. Happiness Seeking

Everyone is ultimately motivated by the pursuit of happiness, even if their behavior seems hurtful or counterproductive. Neuroscience explains that the brain's dopamine reward system drives us to seek pleasure and avoid discomfort. When you realize that others are not trying to hurt you personally but are acting out of their own needs, it becomes easier to respond with empathy.

I work with clients to reframe difficult interactions through this lens, helping them see others' behavior as a reflection of unmet needs rather than personal attacks. This mental shift reduces defensiveness and fosters constructive engagement.



## 2. Interdependence

No one operates in isolation—our emotions and actions are constantly influencing others. Neuroscience calls this emotional resonance—the process by which one person’s emotional state triggers similar feelings in others. Positive or negative, behavior is contagious.

Through role-playing exercises and reflective journaling, I help clients become more aware of the emotional energy they bring into interactions. By shifting their state to calmness and curiosity, they invite others to do the same, creating positive emotional contagion that improves relationships and outcomes.

## 3. Impermanence

Nothing in life is fixed—every experience offers the opportunity for change. Neuroscience refers to this as neuroplasticity: the brain’s ability to reorganize itself based on new experiences. Even the most difficult relationships or habits can improve with deliberate practice.

I design exercises tailored to each client’s needs, reinforcing new neural pathways through consistent practice. This may involve visualization techniques, mindfulness practices, or behavioral strategies that strengthen constructive responses. Over time, these exercises optimize neuroplasticity, making it easier for clients to engage thoughtfully in even the most challenging situations.



# CONCLUSION:

## Shaping Your Future with Thoughtful Choices

The 50-75-100 solution is more than just a strategy for relationships—it's a way to reclaim control over your interactions and outcomes. By mastering your emotional responses, you can influence the dynamics of any interaction, foster better connections, and create meaningful change.

Through consistent practice, guided by neuroscience, you can rewire your brain to respond thoughtfully under pressure. Every interaction becomes an opportunity to grow, improve, and thrive—whether at work, at home, or in everyday life.

Remember: The power to influence outcomes begins within you. Small shifts in your responses today will create the lasting impact you desire tomorrow. Let's take the first step together.



[START MY JOURNEY TODAY](#)





MINDLAB NEUROSCIENCE

EXCLUSIVE COACHING, EXTRAORDINARY RESULTS

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