

The Power of Subconscious Influencing

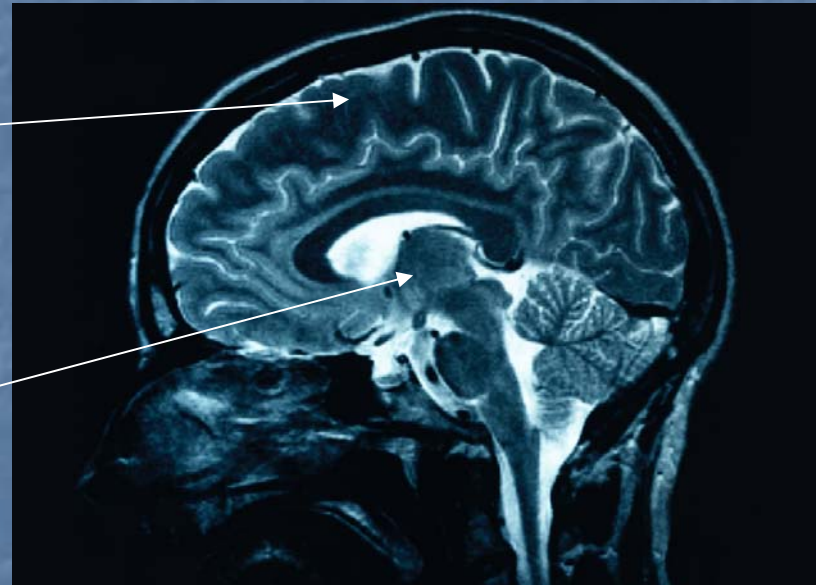


Terry Gillen

Survival and the 2-Speed Brain

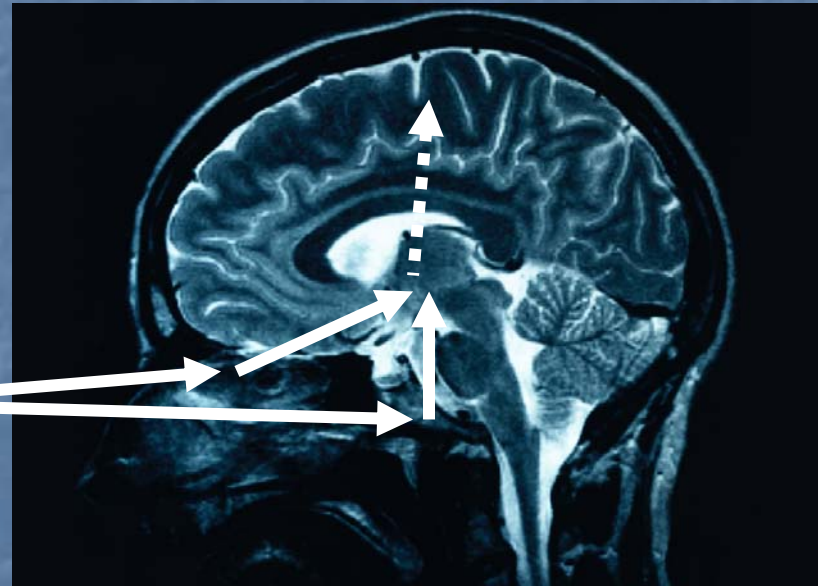
Modern part
(conscious
thinking)

Primitive part
(subconscious
thinking &
emotions)



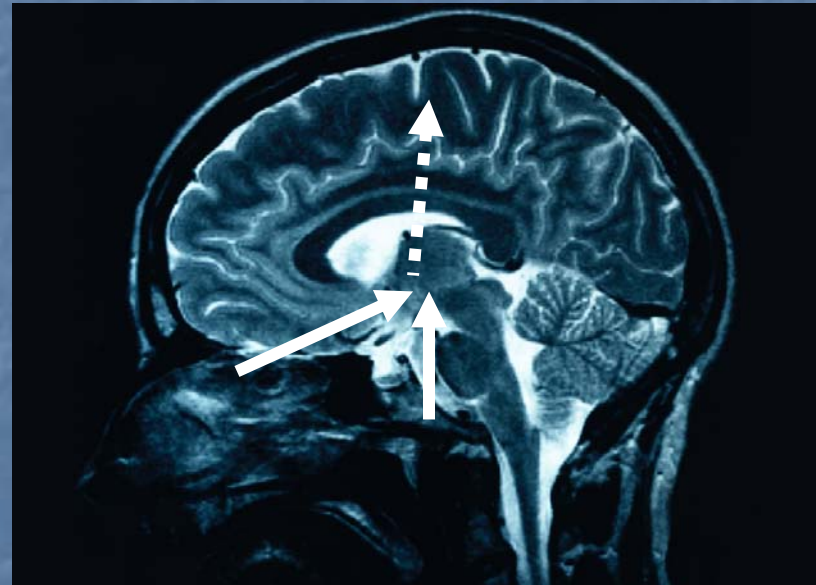
Survival and the 2-Speed Brain

Neuronal
connections



Survival and the 2-Speed Brain

1/2 second



But First....



...heard any good
jokes lately?

Framing

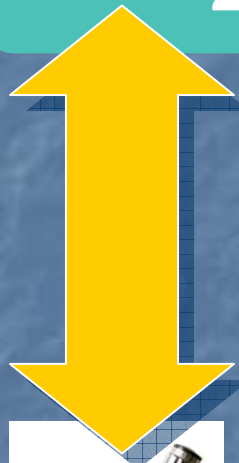
*"Y'know Mrs Colombo,
she's a big fan of yours
and she was just
wondering how....."*



Chunk Up



Principles, Law,
Corporate goals,
values
Strategy



Detail, Plans,
Content,
Timing

Steering



"If you really want to avoid that problem we could look at..."



"To ensure that we achieve that, it would be good to look at..."

Add Momentum



"How important is this?"

"How high a priority is this?"

"How big a contribution will these skills make to your department's objectives?"

"How quickly would you like to see your team using these skills?"

Emotions

A fresh start, new horizons.

Rise to the challenge.

Dare to be different, unique.

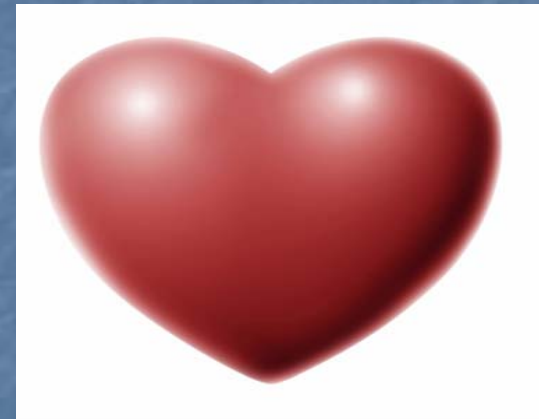
Essential, vital.

Rock solid, tested, proven.

Refreshed, revitalised.

Enjoy, have fun.

You're worth it.



Mental Projector Screen



"What will you notice?"

"How will other people know you've benefited from this training?"

"How good will it feel when you...?"

Embed Suggestions

- *"You might already know that..."*
- *"Eventually..."*
- *"I could tell you that..."*
- *"If you want to, you can..."*
- *"I'm wondering if..."*
- *"Can you imagine...?"*

Embed Suggestions

- *“Here is an idea. As you mentally rehearse something you want to say to someone, you might like to identify the suggestions you want to make and then choose some appropriate embedding phrases. You might find that what you say feels different, more inviting. To help you feel comfortable with embedding suggestions, you can practice in social situations before you try them in work situations. Eventually, you’ll feel comfortable with embedding and it will come naturally to you.”*

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Metaphors

- Party
- Bull's eye
- Supermarket grab
- Jigsaw puzzle
- Carpenters & wood
- Children
- Use-by date
- Health & fitness weekend
- Diddle-dee-dee
- Stepping stones
- Michael Jordan

Oops!

- Harnessing Human Capital Through an Integrated Leadership Culture That Translates Business Vision into Profit.
- “Unleash your potential!”