Creating
Irresistible Influence
with NLP

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Creating Irresistible Influence with NLP

Reference Guide

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Meaningful Influence

Influence only happens when something means something. After all, if something is meaningless, it might get our attention for a moment, but it doesn't influence us. It doesn't stay with us. When something means something to us, it affects our emotions and our actions. The meaningfulness of something affects our degree of feeling. The more meaningful it is, the more emotions we will have about it. Influence is the ability to affect what something means.
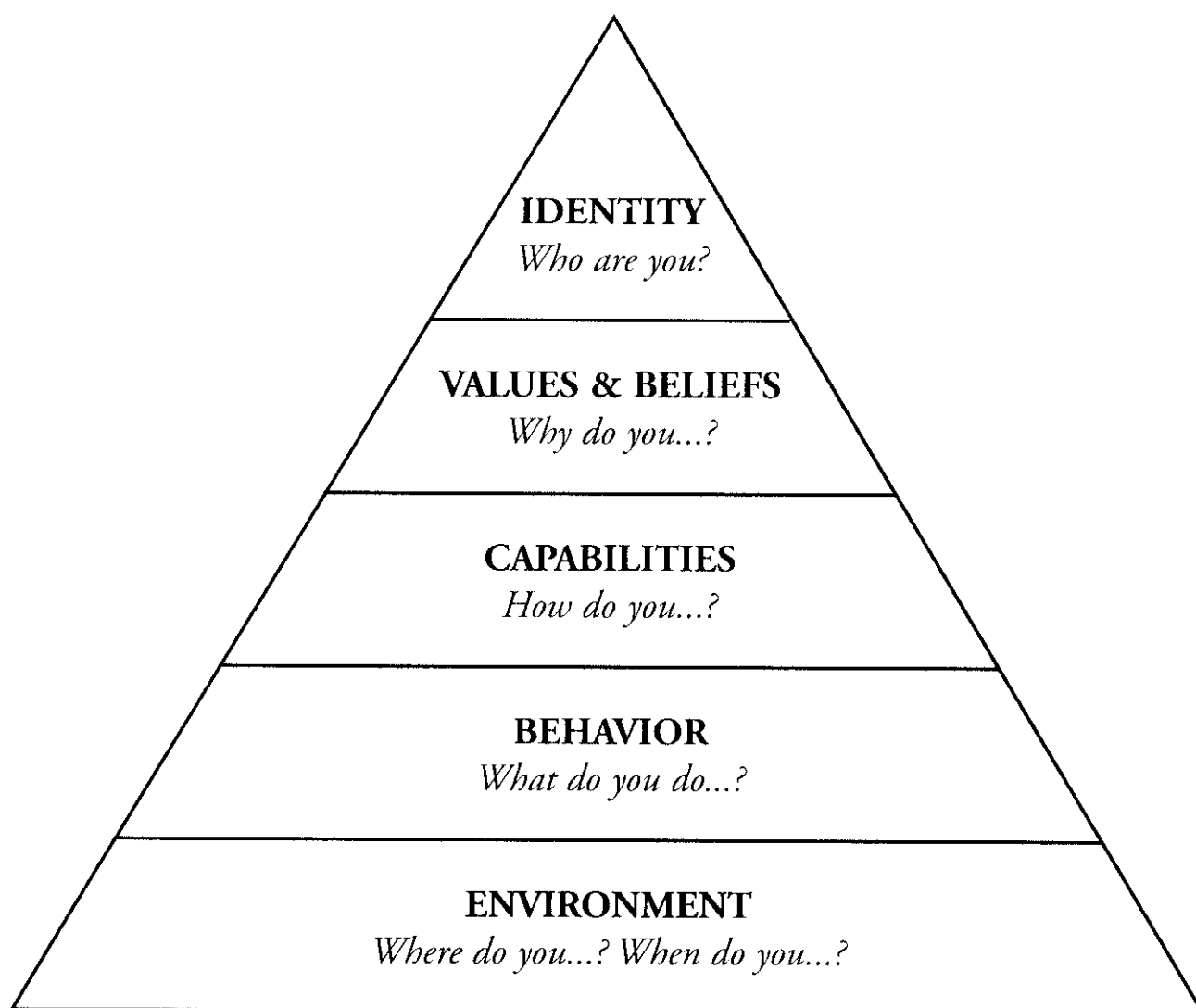
- **Ask yourself:**

  What does what I am saying and doing mean to this person?

  What else could it mean? What could I do to encourage that?

The Pyramid of Influence
(The NLP Neurological Levels Model)

- There are degrees of influence.

- You can influence a person's Environment with billboards, TV ads, memos, etc.

- You can influence their Behavior with laws/rules and enforcement and rewards.

- You can influence the Capabilities they engage with incentives, money, and membership.

- You can influence which Values and Beliefs they hold with authority and social pressure.

- And you can address their Identity (who a person thinks and feels s/he is or wants to be).

- Identity is the most significant form of influence. Identity lets people know which Values and Beliefs are theirs, which of their Capabilities to engage, and what Behaviors to use with them. Identity guides people to create Environments that are more aligned with their inner image.

- The more your communication moves up the Pyramid of Influence, the more influential you will be.

IDENTITY
Who are you?

VALUES & BELIEFS
Why do you...?

CAPABILITIES
How do you...?

BEHAVIOR
What do you do...?

ENVIRONMENT
Where do you...? When do you...?

Metaphors of Identity

- Metaphors simplify the ambiguity and complexity of life with vivid and compelling images.

- Everyone uses metaphors to make sense of things, especially their lives.

- Each Metaphor of Identity has its own distinct Pyramid of Influence and Value Matrix.

- Speaking to people in the language of their Metaphors of Identity is extremely influential.

- **Asking for metaphors:**

  What does that mean to you...?

  What does that remind you of...?

  What is that like...?

  What is that a symbol of...?

- **Seeing metaphors in clothes, personal objects, and environments:**

  What is outstanding? What is the whole picture? What things fit together as a group?

  What can their clothes, personal objects, and environments tell you about this person?

  Ask about these. (See above questions.)

- **Inferring metaphors from actions, reactions, feelings, and beliefs:**

  Imagine that people's actions are visible symbols of values and beliefs.
  What do you see?

  What do these say about them?

- **Finding out the Metaphors of Identity:**

  People can be more or less identified with any metaphor.

  When a person does identify with a metaphor, s/he experiences that it is real.

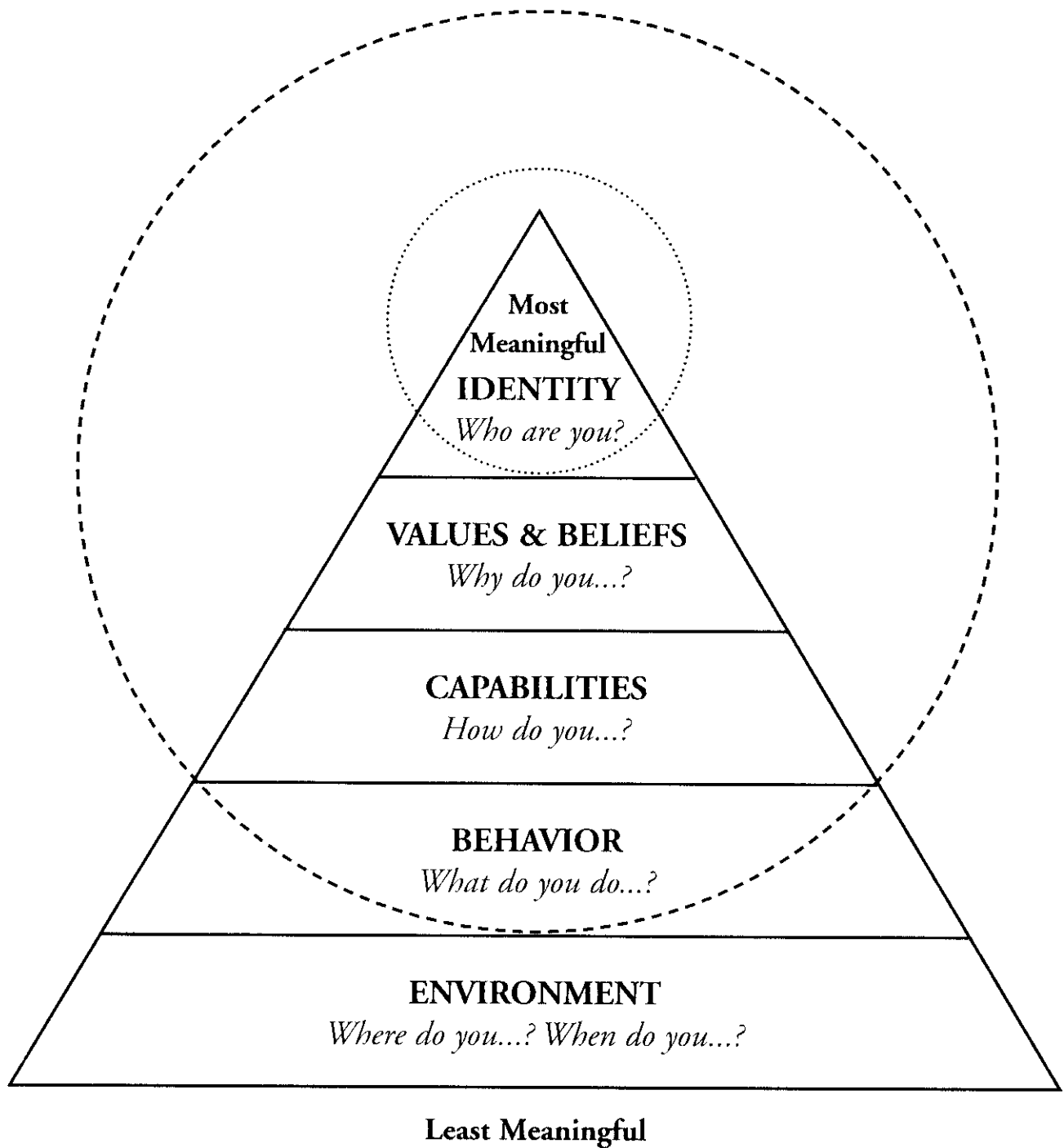 This is a Metaphor of Identity.

  What is _____ for you?

  What is life like for you?

  What best symbolizes life for you?

Metaphors of Identity
and The Pyramid of Influence

**Most
Meaningful**
IDENTITY
Who are you?

VALUES & BELIEFS
Why do you...?

CAPABILITIES
How do you...?

BEHAVIOR
What do you do...?

ENVIRONMENT
Where do you...? When do you...?

Least Meaningful

Metaphors of Business

The most common Metaphors of Business today are:

Journey

Highlights: destination/lost, travel, adventure/wealth, unpredictability, a long time

Hides: complexity in business

Leadership: Captain, Guide

Game (professional sports)

Highlights: winning/losing, difficulties, fun, teamwork, coordination, a limited time

Hides: ambiguity in business; misplaced sense of winning
(money? market? awards?)

Leadership: Coach

War

Highlights: victory/defeat, extreme risk, strategy, hierarchy, coordination, indefinite time

Hides: inherent extremism in the face of daily business needs; overly bold leadership

Leadership: General

Machine

Highlights: seriousness of purpose, tools, rationality, calculability, predictability, repetition

Hides: people and feelings in a business; neglects ambiguity an individual intuitions

Leadership: Designer, Operator

Organism

Highlights: personhood: intentions, reactions, feelings; domestication (cash cow), complexity, ambiguity, developmental

Hides: social Darwinism/determinism of employee roles; it's not always a struggle for survival

Leadership: Brain, Farmer

Society

Highlights:

Traditional: preservation of the social classes for cohesiveness and order
Modern: Vision of social mobility and freedom of choice for everyone

Hides: coercive and artificial cultures

Leadership: Autocrat, Statesman, Shaman

The new Metaphors of Business are
Dynamic Systems and **Learning Organizations.**

Status and Getting Ahead
(The NLP Submodalities and Timeline Models)

Status

- Status is how people and companies measure the fulfillment of their Metaphors of Identity.

- All status is based on either a high/low (vertical) hierarchy or big/small (size) comparisons.

- **Asking for an individual or company's Status Hierarchy:**

  What is the worst thing that could happen to a ...?

  What is the ultimate expression of ...?

  Remember, status is expressed in many different ways depending on the community.

- **Ask yourself where you are in an individual or company's Status Hierarchy:**

 *Who am I in the life of my client/customer?*

  Are they seeking an advisor? An expert? An assistant? A colleague?

  Who is the authority? (according to your client, colleague, etc.)

  Take the status role they want you to, as that is really the most influential.

The Perception of Status
- People want to be moving up to bigger and better things which take them higher.

| Up	More	Higher	Brighter	Bigger
↑	↑	↑	↑	↑
Down	Less	Lower	Darker	Smaller
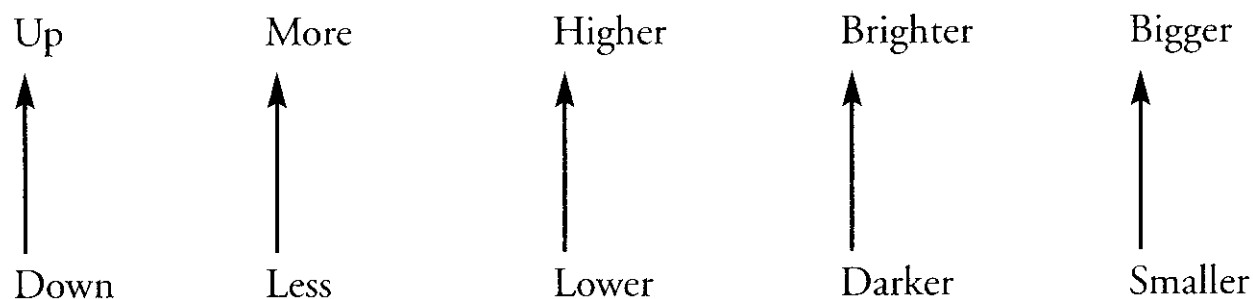
Getting Ahead

- The idea of getting ahead (and falling behind) is based on time as a distance to be travelled.

- People want to be moving up instead of down. They want to be moving forward instead of back.

- Whether they know it or not, most people have an expected rate of progress in their minds.

- When they don't achieve their status milestones on schedule, they feel they are behind.

- **Asking for a rate of progress:**

  Where are you at?

  So, how's it going?

Here   Sequence of milestones along the way   There
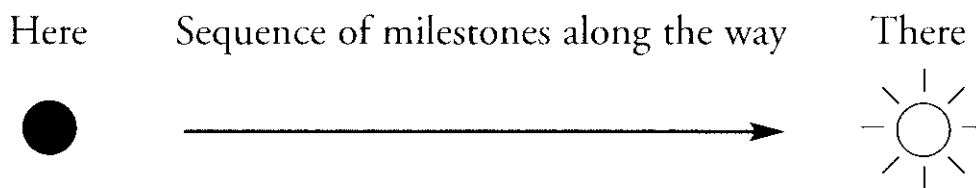
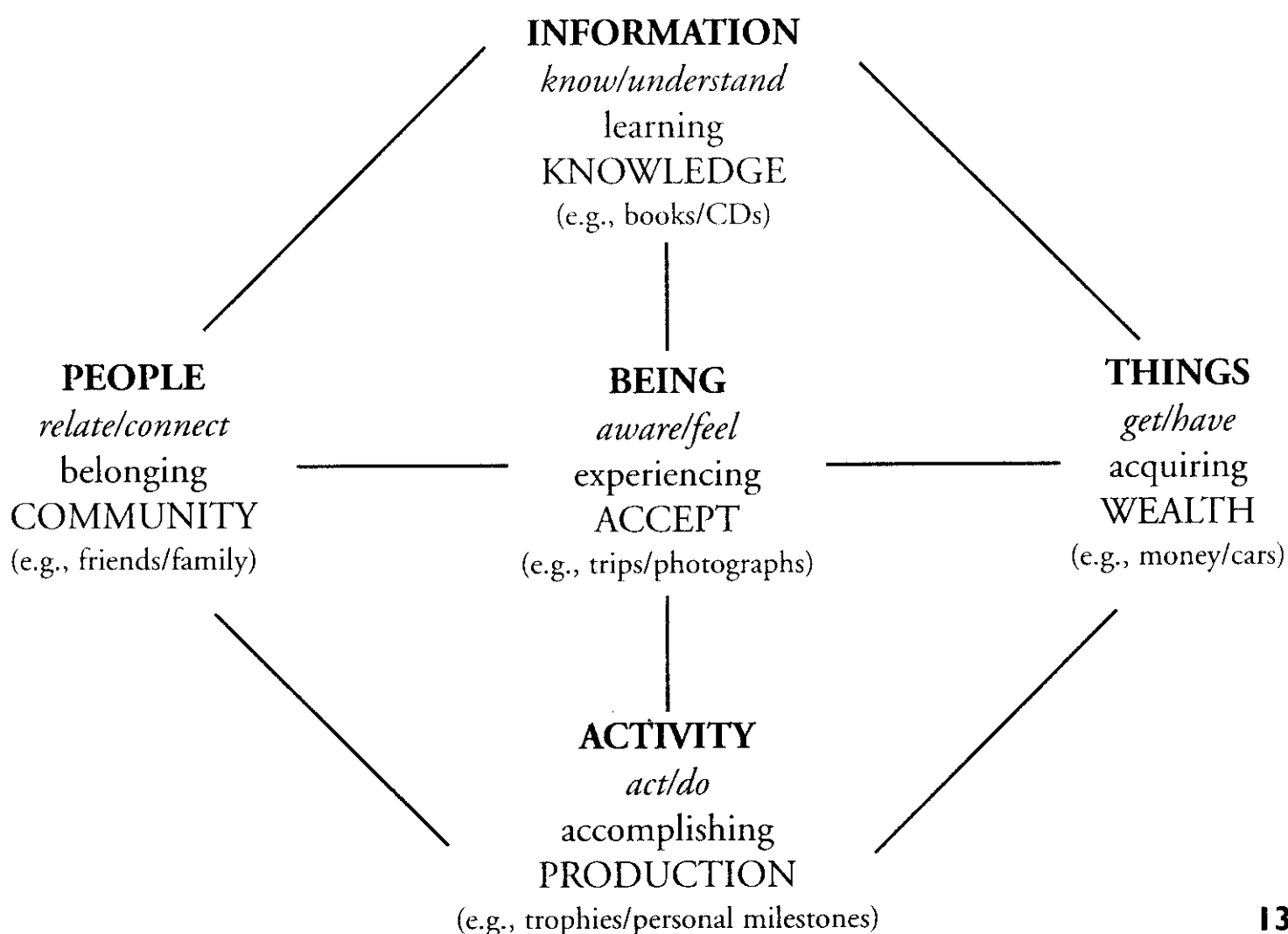You will increase your influence by acknowledging their current rate of progress.

You will greatly increase your influence by showing how what you offer will speed them on their way.

The Five Life Purposes

(An Application of the NLP Content Meta-Program Model)

Of everything in the world, most people only find certain kinds of content meaningful. The content people find meaningful minute-to-minute shapes their ultimate Life Purpose. People and organizations fulfill their Metaphors of Identity through their Life Purposes. The Life Purpose speaks deeply about what is most meaningful and thus most influential.

- The 5 Life Purposes are:
  Acquiring, Accomplishing, Belonging, Experiencing, Learning.

- The Purposes are expressed in everyday life:
  Things, Activity, People, Being, Information.

- The Life Purpose can be heard in the words people use, what they do,
  and what they have.

- A person or company's Life Purpose is usually a combination of two or three of them.

- Use the chart to pinpoint the areas between the words to show the mix.
  (E.g.: Someone who is always *doing things* would be in the lower right quadrant.
  Someone who has to *understand people* would be in the upper left quadrant.
  Someone who is *in the zone* as they play would be between Activity and Being.)

INFORMATION
know/understand
learning
KNOWLEDGE
(e.g., books/CDs)

PEOPLE
relate/connect
belonging
COMMUNITY
(e.g., friends/family)

BEING
aware/feel
experiencing
ACCEPT
(e.g., trips/photographs)

THINGS
get/have
acquiring
WEALTH
(e.g., money/cars)

ACTIVITY
act/do
accomplishing
PRODUCTION
(e.g., trophies/personal milestones)

Life Stories

- Whenever people talk about the events of their lives it is in the form of a story.

- Stories provide continuity, consistency, coherence, and comprehensiveness.

- Life Stories explain past actions and events and create future expectations.

- Life Stories are how people make sense of their efforts to fulfill their Life Purpose.

- The Metaphors of Identity are the content and images of the Life Story.

- The Plot is the actions and events around the current Status/Progress.

- You move your story forward by putting your offering in the "middle" of their story.

- Your offering is a solution/enhancement to the current predicament of their plot.

- **Asking for stories:**

    What's going on?

    Tell me what's been happening.

    How do you think/feel this is going to go?

    What's the story?

- **Seeing stories in clothes, personal objects, and environments:**

    What metaphors/symbols do their clothes, personal objects, and environments tell you about this person?

    What has happened (and what do you suppose will happen) to them?

    Ask about these changes. (See above questions.)

- **Inferring stories from actions, reactions, feelings and beliefs:**

    Imagine that people's actions and feelings are the sequences of their story.
    What do you see?

    What do these say about them?

- **Finding out the Life Story:**

  Ask how "things" have been going.

  Notice familiar patterns in the person's life. (Repeat relationships, careers, etc.)

  Ask about a favorite story or movie. Have the person tell it to you (their version).

  Pay attention to the story pattern (plot) and the story/movie's desired outcome.

Business Stories

- Business Stories provide continuity, consistency, coherence, and comprehensiveness.
- The Business Story makes sense of employees' efforts to fulfill the company's Life Purpose.
- The Business Story tends to be related to the Life Story of the CEO.
- Business Stories tend to be simpler than an individual's.
- The Plots of Business Stories too often tend toward "and then a miracle occurred."
- Business Stories explain past actions and events and create future expectations.
- You will move your Life Story forward by aligning yourself with your Business' Story.

- **Asking for stories:**

  What's been going on?

  Tell me what's been happening.

  How do you think/feel this is going to go down?

  What's the story here?

- **Seeing stories in clothes, personal objects, and environments:**

  What metaphors/symbols does the architecture, interior decorating, allowed personal objects, and the acceptable clothing tell you about this business?

  What has happened (and what do you suppose will happen) to the business?

  Ask about these changes. (See above questions.)

- **Inferring stories from actions, reactions, feelings, and beliefs:**

  Imagine that the employees as a group engaged in activities that are the sequences of a story. What do you see?

  What do these say about them?

- **Finding out the Business Story:**

  Notice familiar patterns in the CEO's life. (Repeat relationships, careers, etc.)

  Ask about the CEO's favorite story or movie.
  Have him/her tell it to you (their version).

  What are the current stories of business in the financial news programs, newspapers and magazines.

  Which one does the CEO identify with.

Influence and Congruence

- The greatest influence comes with congruence.
- Embracing who you are is the shortest path to becoming who you want to be.

My highest criteria and my necessary criteria are: _____

_____

_____

_____

My Metaphor(s) of Identity is: _____

_____

_____

I know this from evidence and examples in my:

Values _____

_____

Beliefs _____

_____

Capabilities _____

_____

Behavior _____

_____

Environment (lifestyle and stuff) _____

_____

My preferred Content and Purpose are: _____

_____

_____

_____

Therefore:

I am _____

_____

I believe _____

_____

I highly value _____

_____

I act in accordance with _____

_____

My Personal Influencing Style is: _____

_____

_____

_____

_____

Influencing Identity

- Everyone is trying to enroll everyone else as a character in their story.

- Unaware of this, most people play their roles badly and are dismissed.

- You, on the other hand, have decided to play a meaningful role in their Life Story, helping them to become more of who they are or want to be and achieving their Life Purpose.

Life Story:

- What is the Metaphor of Identity?

- What is the Life Purpose?

- What is the Plot?

Life Story

| Past | Present | Future |
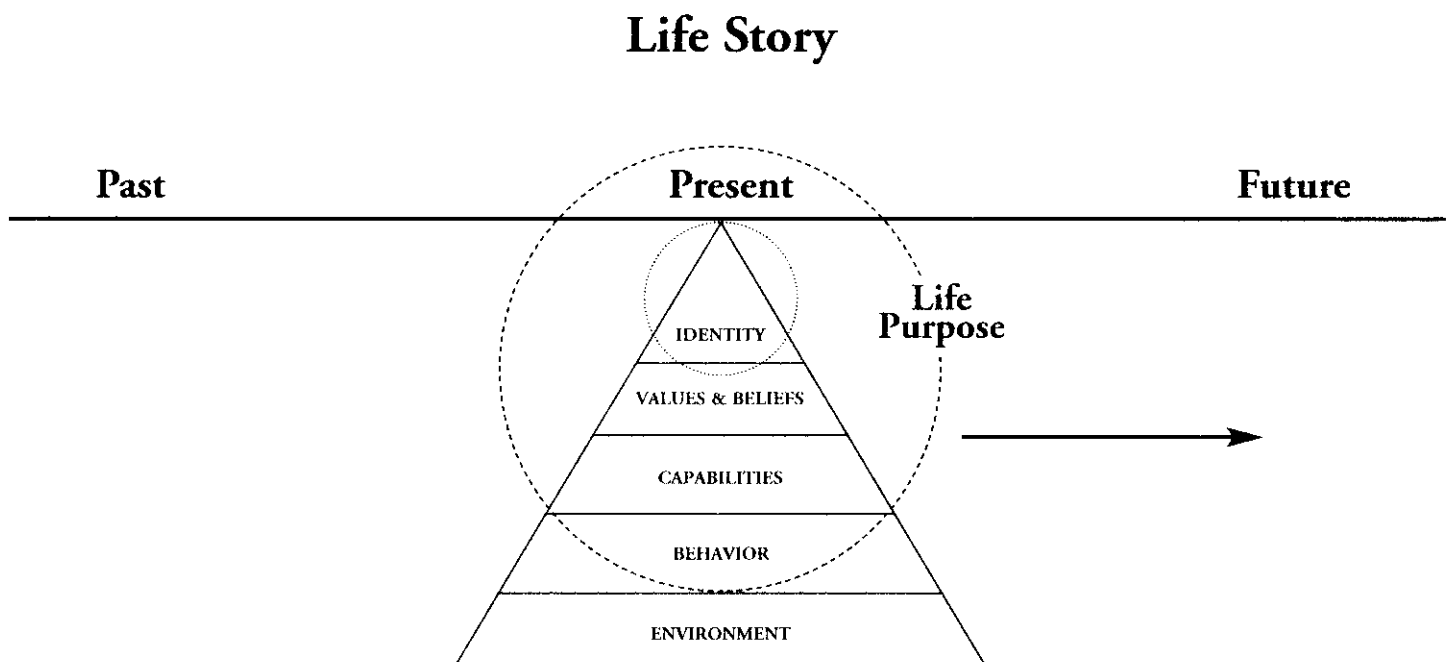
Your story continues ... now!

Today you opened an exciting new chapter of your life. One that can be the most exciting and fulfilling adventure you can imagine. What you do next will determine how your future unfolds for you. You can close this reference guide and leave its secrets of influence to be discovered by someone else. Or you can embrace this knowledge and make influence the magic that transforms your life.

Charles Faulkner

An internationally recognized speaker and trainer, Charles Faulkner is a prolific innovator and the author or co-author of 10 titles, including the best-selling Nightingale-Conant program and William Morrow book *NLP: The New Technology of Achievement* and the new NLP training and coaching game *Trimurti*™. He uses NLP and Cognitive Linguistics to create models of excellence with real-world applications, including decision making, negotiation, and influence. He is featured in several prominent trading books, including *The New Market Wizards*, for his performance modeling of international traders. A founding partner in Influential Communications, Inc. and Mental Edge Trading Associates, he consults to corporate executives, financial decision makers, and entrepreneurs in the United States and Europe. To engage Charles Faulkner and/or his firm, contact Influential Communications, Inc. at 1-800-500-7657 or www.influentialcommunications.com

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