

Seminar 'Influence'

The science of persuasion



Introducing ...

- Niels Götz, age 45, consumer/ marketing psychologist
- Development in career: from market research to building behavioral 'seduction' strategies and from the tangible to the elusive ...
- Only active for socially relevant topics
- From thinking about and for target groups to talking with them / co-creation
- Recent projects: help start neighborhood initiatives (i.a. saving energy)
- Goal for today: entertain you and be instructive at the same time .. You have all been on a long journey .. So enjoy!
- At the same time .. I hope you'll find a couple of notions helpful, hopefully within the context of the next program

- I'm gonna give an **active** course, with possibly some unexpected elements ..
- I promise it will be **entertaining** as well as **instructive** ..
- Will everybody participate actively? Do I have your word for it? Thanks!!



Niels Götz

The program ...

1. Getting to know each other - a little bit - better ..
 - ❖ Some tests
 - ❖ DISC-typology
2. Insights in human behavior
 - ❖ Thinking is luxury/ the myth of rationality
 - ❖ Self protection from information overload: selective perception
 - ❖ Neuromarketing / the triune brain
 - ❖ Priming

SHORT BREAK

3. Tempting others ..
 - ❖ Man's biggest fear
 - ❖ Cialdini – the 6 primal (unconscious) behavioral mechanisms
 - ❖ Framing
 - ❖ Guerilla marketing
4. Customer journey
 - ❖ Persona's
5. Your assignment for this afternoon

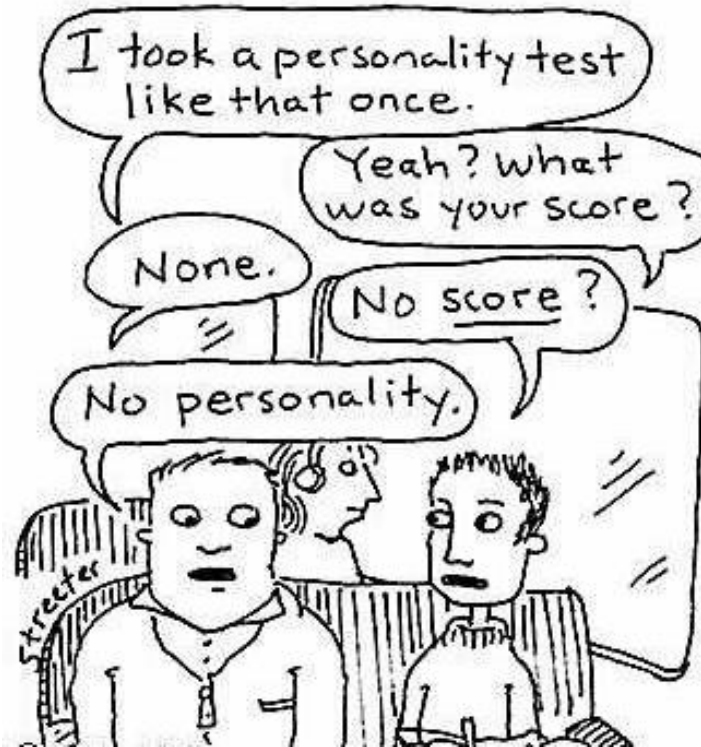
Part 1 – getting to know each other better ...



Getting to know each other better ...



Worlds quickest personality test ...



Curious Psychology #10

World's Quickest Personality Test



Creativity

- How creative are you?
- All rise ...
- Think about ... a color ... a piece of furniture ... a tool
- Was the color ... red? You may sit down again
- Was the furniture ... a table?
- Was the tool .. a hammer?

- What's the relevance?
- The program is about to end .. but perhaps also about to restart ..







Falling in Love is easy...
...But staying in
Love is very special

A quick relationship check (APK/ MOT)

- Make yourself comfortable
- Relax ...
- Close your eyes (except the suspicious amongst us ..)
- Remember your enthusiasm for this program/ your projects. Index this level of enthusiasm on 100 points.
- On a scale of 0 to 100: where are you now?

Different people .. Different personalities??

Indirect versus direct

Introvert versus Extravert

Indirect (Introvert)

weak handshake
speak softer
nice to be alone
body is calm and controlled
would be introduced
cautious

Direct (Extravert)

firm handshake
talks hard
actively seeks people
expressive, lively body language
introduces himself
takes risks

Task versus People

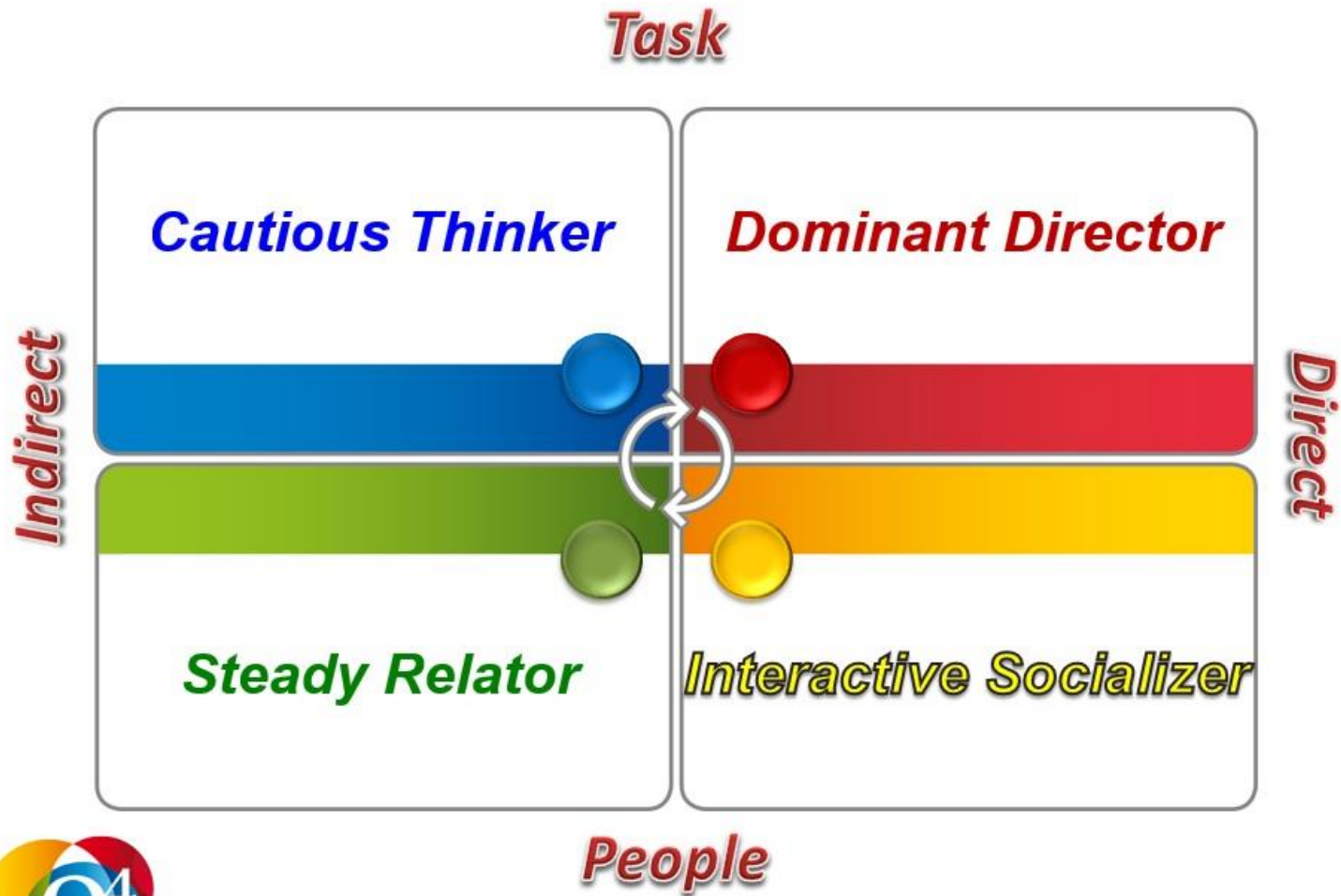
Thinking versus Feeling

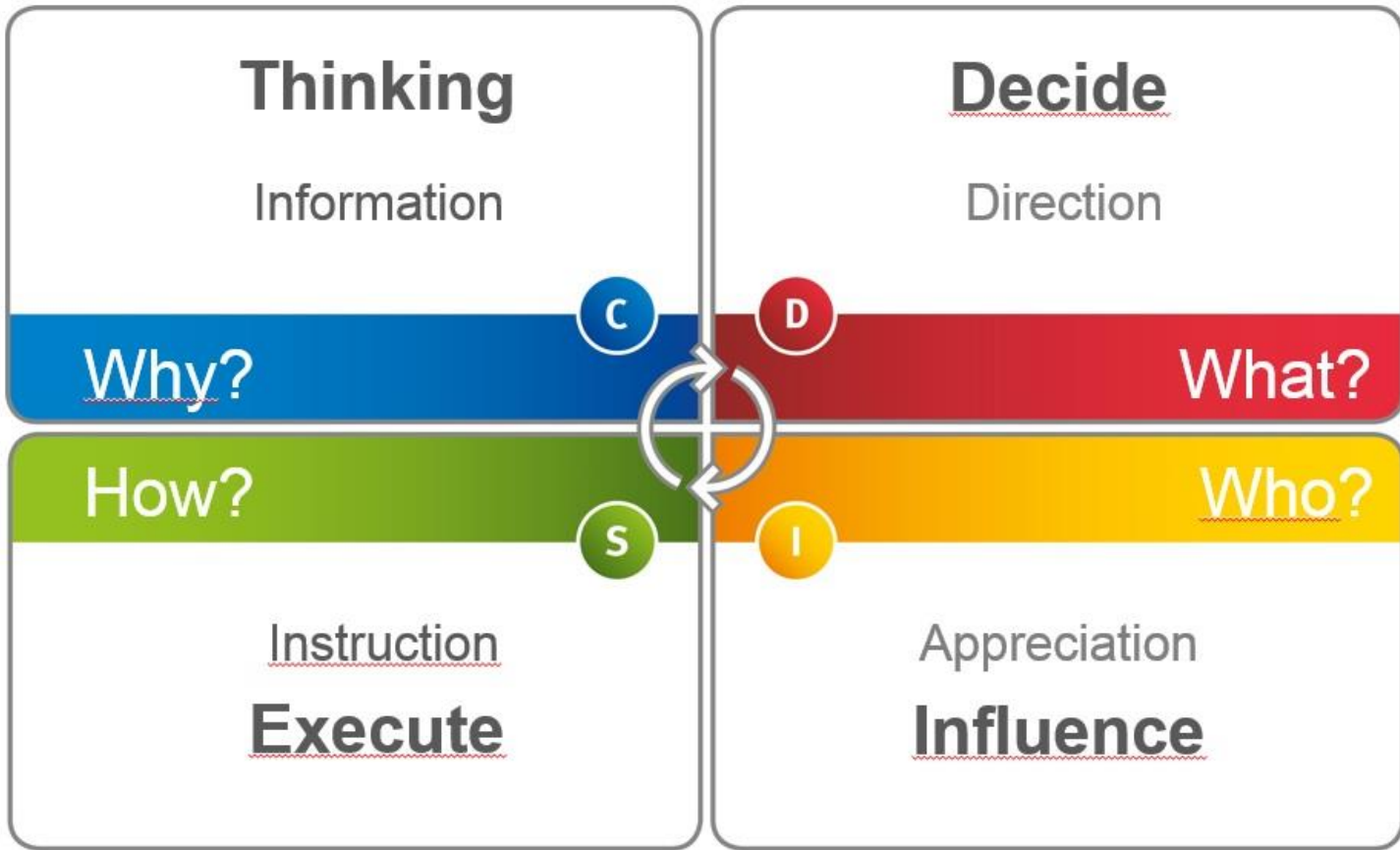
TASK (thinking)

Focused on completing tasks
Decisions based on facts and arguments
It's ok to disagree

Focused on building relationships
Decisions based on emotions and feelings
Can't say NO

PEOPLE (Feeling)





Skills

Task oriented

C

Is able to see through
the difficulty of situations

Is able to lead/ stir up
people to the desired result

D

Introvert

Extravert

S

Is able to create work
processes and work
procedures

Is able to see the bigger
picture and achieve the result
together with others

I

People oriented

People reading proces

Task oriented

C

Slow Acting
Low Risk
Introverted
Inquires
Sensing
Logical

Task Oriented
Cool/Distant
Precise About Use of
Time
Thinking
Creative

D

Introvert

Extravert

S

People Orientated
Warm/Close
Imprecise About Use of
Time
Feelings

Fast Acting
High Risk
Direct
Extroverted
Task Through People
Logical

I

People oriented

People reading proces 2

Task oriented

C

Precise
Accurate
Concern for Quality
Critical Listener
Non-Verbal
Communicator
Attention to Detail

Competitive
Confrontational
Direct
Results-Oriented
Sense of Urgency
Change Agent

D

Introvert

Extravert

S

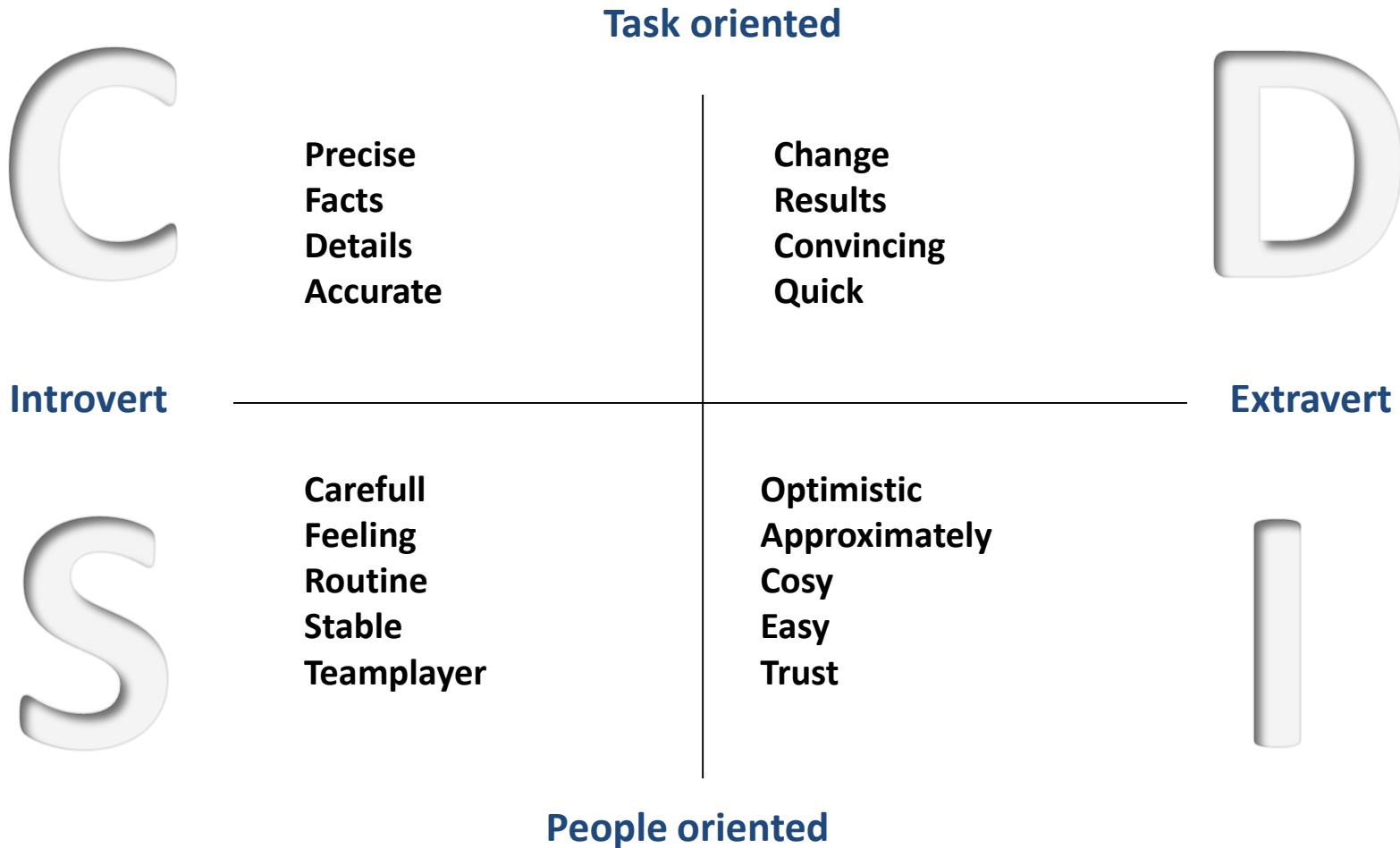
Accommodating
Dislikes Confrontation
Persistent
Controls Emotion
Adaptable
Good Listener

High Trust Level
Rather Talk than Listen
Verbal Skills
Projects Self-Confidence

I

People oriented

Words that work



Words that **don't** work

Task oriented

C

Clever
Educated Guess
Experimental

Frequent Interruptions
Follow Directions
In My Opinion

D

Introvert

Extravert

S

Substantial Change
Innovative
Play to Win

Theoretical
The Same for Everyone
Sophisticated
Requires Study

I

People oriented

A quick scan ...

What color do you think you are??

Take the right color paper and hold it in the air ..

Part 2 – Insights in human behaviour ...



A quiz ..to determine who's the 'natural'

- All rise
- If your answer is wrong: sit down again
- Lets start easy ..



Do these people belong together?



Green house : yes

Red house : no



Someone goes shopping and visits 3 different shops with the same assortment. Which shop has the best chance of selling?

Green house : the first shop



Red house : the third shop



What percentage of our behavior is habitual behavior?

Green house : 70%



Red house : 95%

After how many times does a simple new behavior become habitual?



Green house: 5-6 times

Red house : 30 -35 times

A prisoner requests for parole. At what time of the day are his chances of a positive ruling the best: at 9 am or 5 pm?



Green house : 9 pm



Red house : 5 pm



Our short term memory is able to store information for 1 day. Is this ..



Green house : true



Red house : not true



What sense is first developed, in evolutionary terms?

Green house : our eyes



Red house : our nose



So: man is a creature of habit ...





<https://www.youtube.com/watch?v=FSIkjNaICsg>

Thinking is luxury

Humans are excellent energysaving systems → **thinking is luxury**



Weighing all options for all behaviors: costs far too much energy → energysaving by way of 'short cuts':

1. Rules of thumb based on previous experiences
2. Social reflexes



Self protection ...

- The amount of information we receive in **one** day is the same someone in the Middle Ages received in his entire life
- Each day: 3.000 commercial messages
- So: protection is needed
 - Selective perception ..



Influencing behavior (effectively)

Changing peoples behavior = very difficult



Or is it ...?



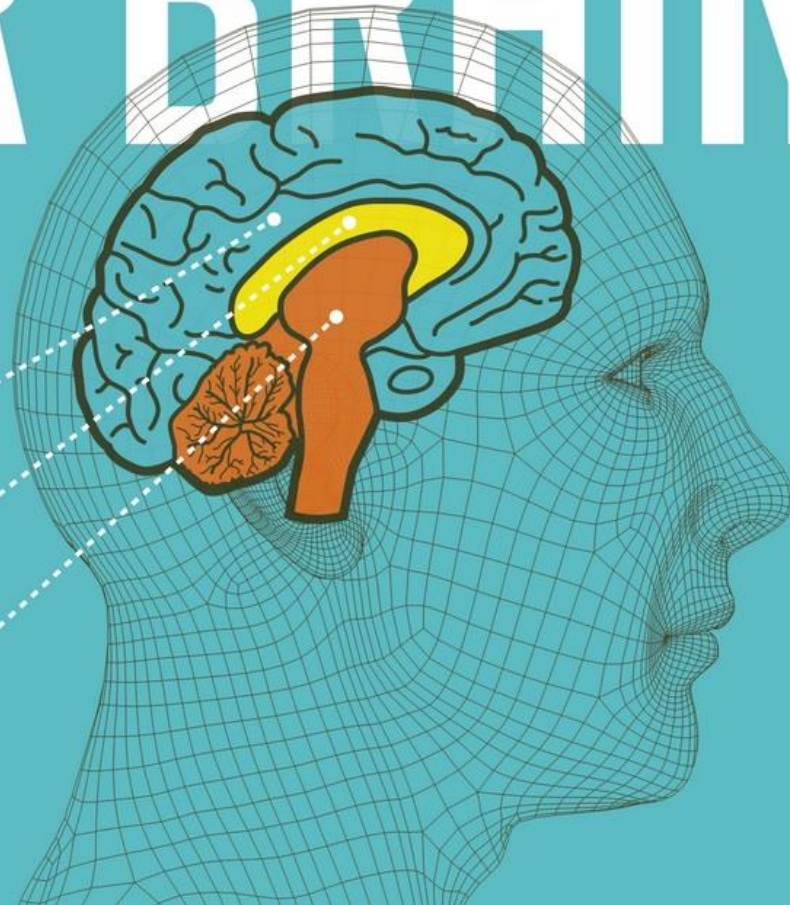
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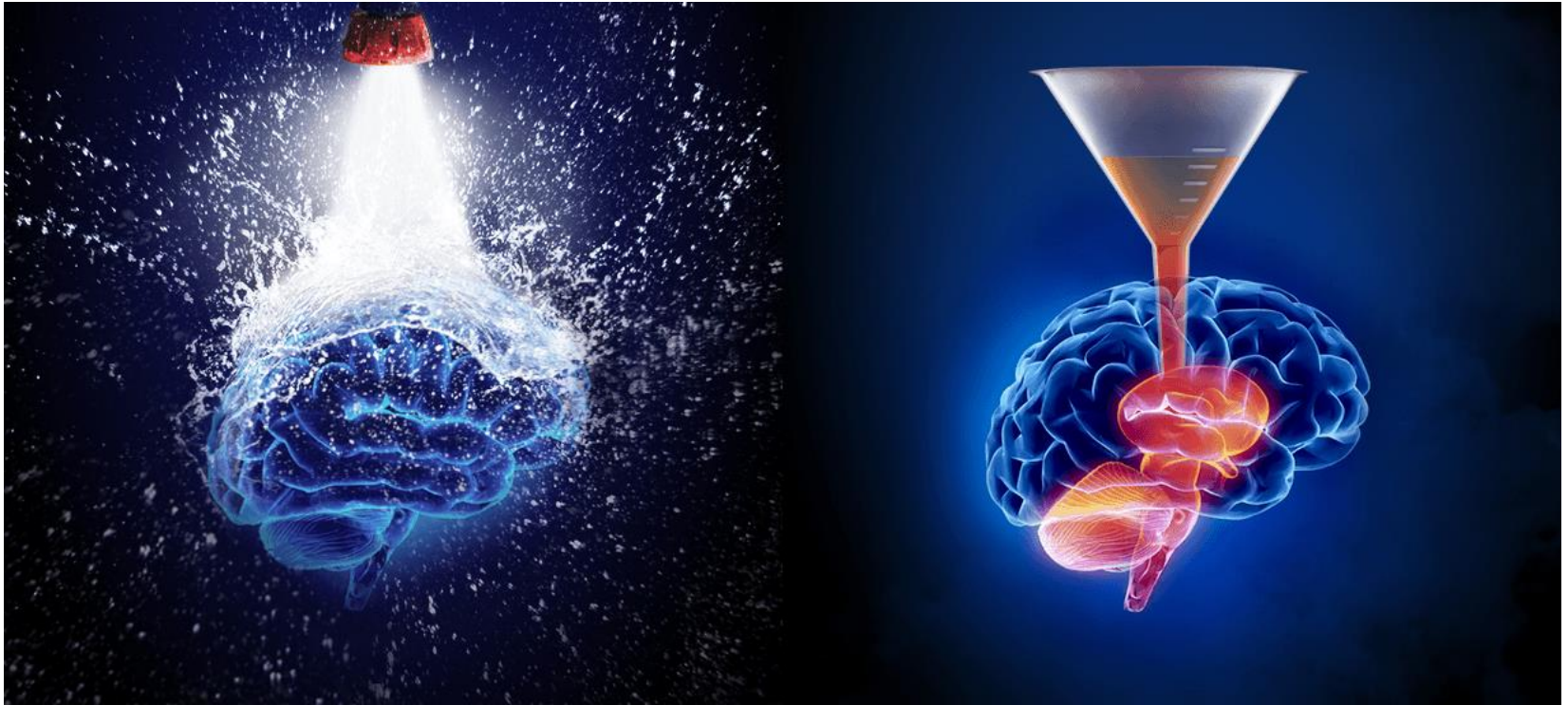
HOMOECONOMICUS

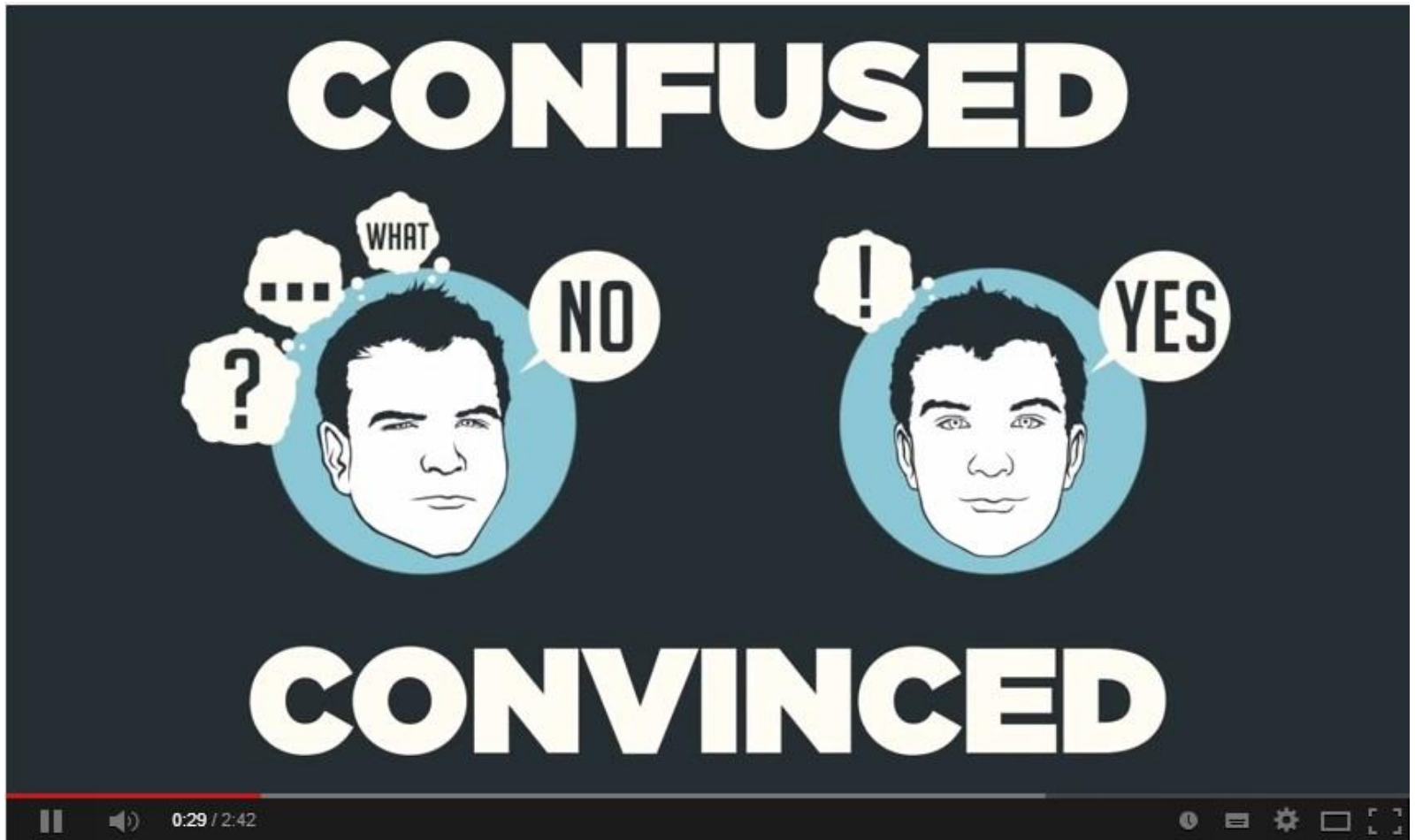


YOUR BRAIN

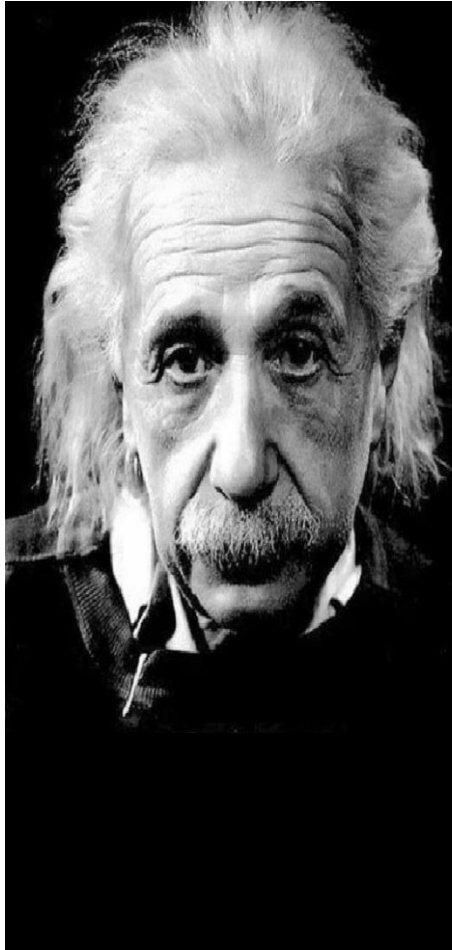
-  THE NEW BRAIN
RATIONAL
-  THE MIDDLE BRAIN
EMOTIONAL
-  THE REPTILIAN BRAIN
INSTINCTUAL







<https://www.youtube.com/watch?v=6lnVdCRdVhQ>



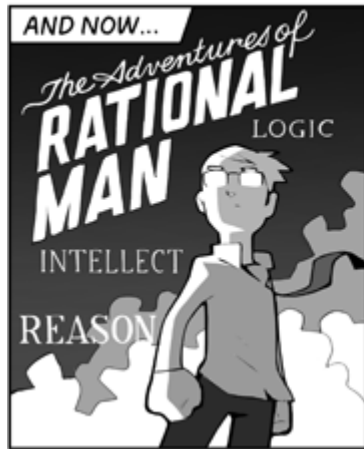
**The intuitive mind is a sacred gift
and the rational mind is a faithful
servant**

**We have created a society that
honors the servant and has
forgotten the gift.**

Albert Einstein



I POINTED
OUT TO YOU
THE STARS
AND ALL YOU
SAW WAS
MY FINGER!



Man is not a rational animal, he is a rationalizing animal.

(Robert A. Heinlein)

izquotes.com



<https://www.youtube.com/watch?v=qBay1HrK8WU>

Priming ...

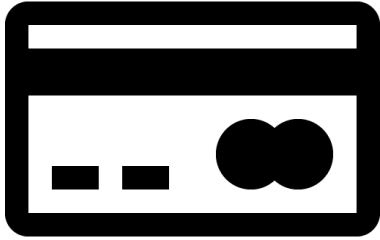
Wikipedia:

Priming is an [implicit memory](#) effect in which exposure to one [stimulus](#) elicits – subconsciously - a behavioral scheme ...

It works based on associations ..

With smell, color, situations, ...





WORD UP EXAMPLE WWW.JENELRY-ADDRESS.COM



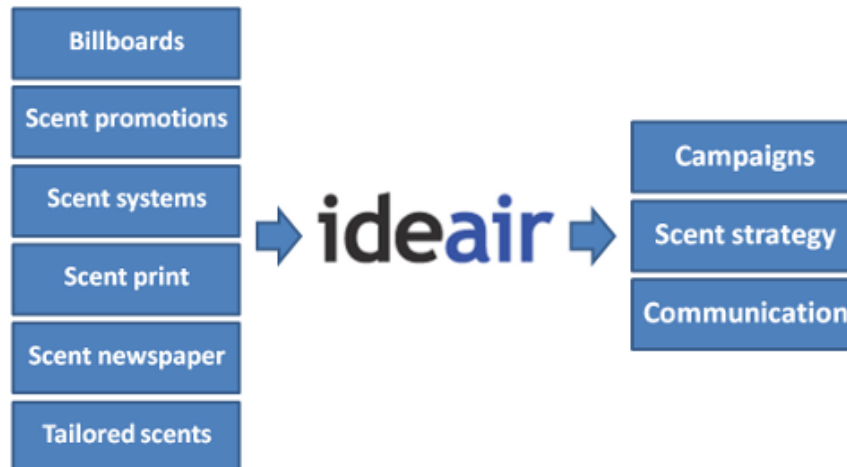
SOLUTION



=







New profession: aroma dj



Mirror neurons



Big in America: dog-owner lookalike contest





Gazing cue ..

Photo: Diapers 07.jpg
Time: 00:00:00 - 00:00:00
Participant: 00



Extra gentle for the most sensitive skin.

For the most sensitive skin, add the chemicals and moisture you need to keep your baby's skin happy and healthy.

It's our unique high-absorbency natural-blend cotton blend that's extra soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leak-free guarantee at www.baby.com

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And what about 'Free Will' ???

Don't worry .. It exists ...

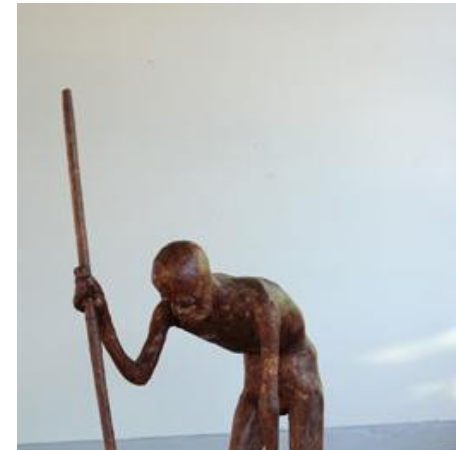


But it comes at a – great – cost

It's all about energy ...

Ego-depletion: resisting urges is possible ...

- ✓ .. but takes tons of energy
- ✓ Strongly related to our reptilian brain .. (Maslow's hierarchy of needs)



Part 3 – Tempting others ...



Man's greatest fear

- Of all our emotions there is only 1 which enters the autonomic nervous system (on the exact spot where pain is located ..)
- Which one will that be?
- Fear of social exclusion ...





https://www.youtube.com/watch?v=uuvGh_n3I_M

Lessons from marketing psychology





<https://www.youtube.com/watch?v=cFdCzN7RYbw>



Framing ...

Wikipedia:

The **framing effect** is an example of [cognitive bias](#), in which people react to a particular choice in different ways depending on the context in which it is presented ...



<https://www.youtube.com/watch?v=Hzgzim5m7oU>



<https://www.youtube.com/watch?v=Ng9V2JneJ68>

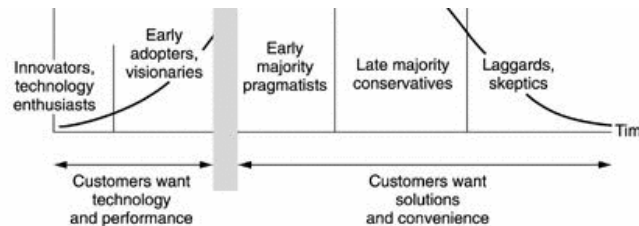
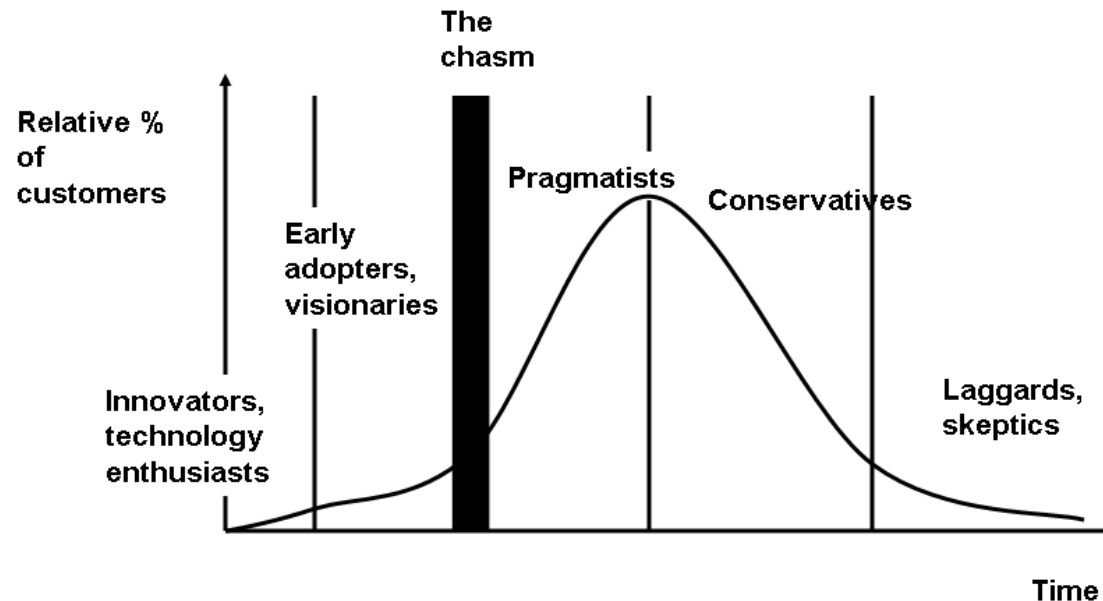
The curse of knowlegde ...



<https://www.youtube.com/watch?v=QBDJb5e4AQc>

(gapping) the Chasm ...

Potential customers: two fundamentally different blood groups



Guerilla marketing ...

- Surprise = attention



**USE ONLY
WHAT YOU
NEED.**

 **DENVER WATER**



boredpanda.com

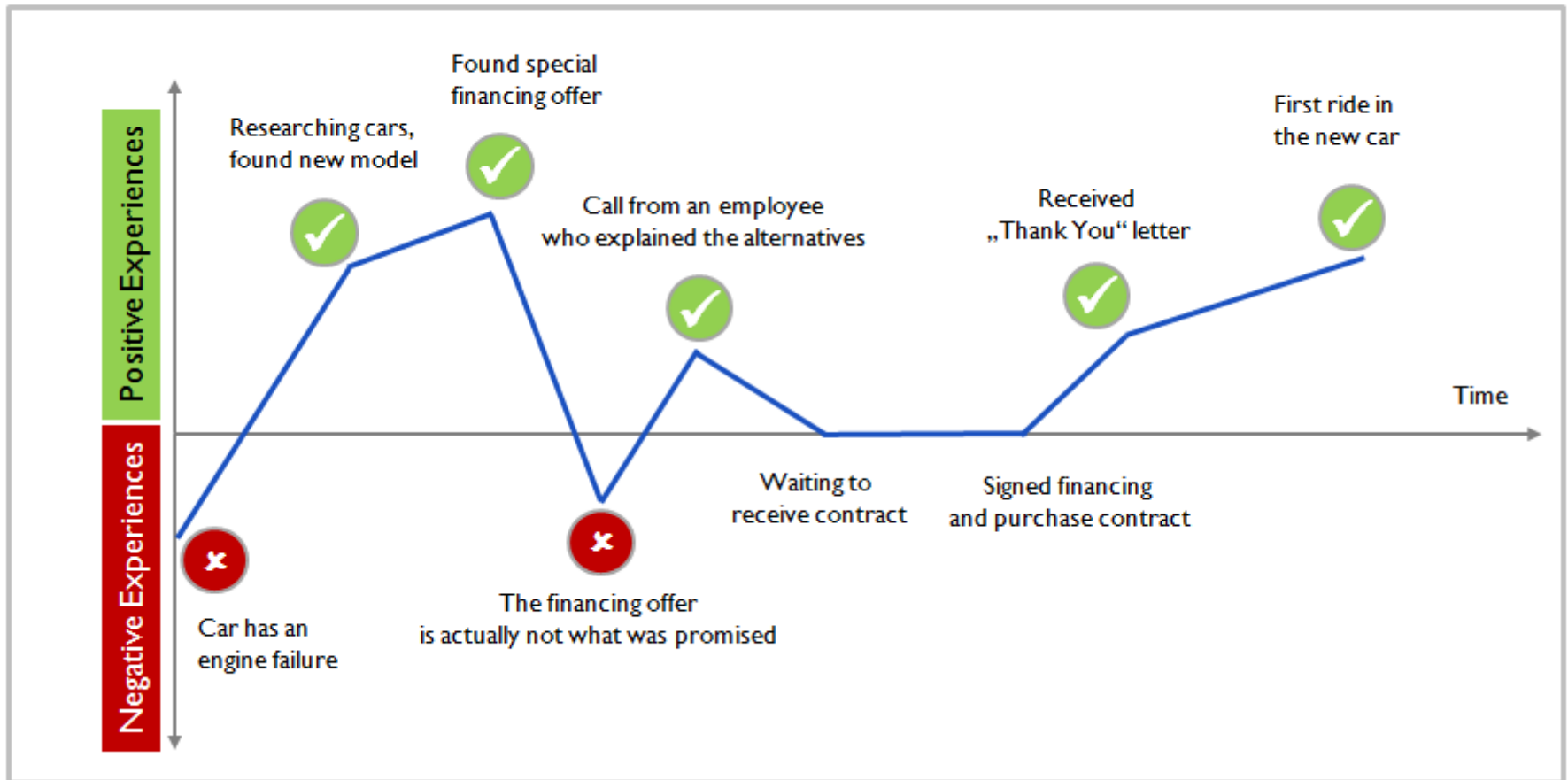
Part 4 - Customer journey





<https://www.youtube.com/watch?v=D3qItEtI7H8>

Customer Journey Example: Car Purchase



Persona's



Susan – the rebellious adolescent

Name: Susan Jensen

Age: 18

Lives in: Utrecht

Marital status: Single

Hobbies: Making music, designing clothes

Susan likes to behave offensive. She is very concerned about how unfair the world is organised en had strong opinions on this matter. She believes she won't be compromised herself ..

Themes

- Live fair.
- Follow your hart.
- Do things differently.

Ambition

- Make a difference.

Is excited by...

- A succesfull gig.
- making the world a little better.



Hendrik – the calculating saver

- Name:** Hendrik Van den Berg
- Age:** 52
- Lives in:** Groningen
- Marital status:** Married, 2 children (9 and 12)
- Hobbies:** Building miniature models of old cars

Hendrik likes to have his affairs sorted out. So he pays attention that he never pays too much. Sometimes this is out of necessity (limited budget), but also because he believes it normal to not let yourself be fooled around.

Themes

- Live economically.
- Be well organised.
- Be in control.

Ambition

- Children are well prepared for the future.

Is excited by...

- A weekend in Center Parcs.
- Finding a super offer.



Priscilla – the grumpy granny

- Name:** Priscilla De Jong
- Age:** 76
- Lives in:** Venlo
- Marital status:** Divorced, 3 children (46, 48 and 51)
- Hobbies:** Playing cards, watching game shows on tv

Priscilla is bitter, dissapointed in her children for whom she worked all her life. 'Back then' everything used to be better. Priscilla feels no longer able to keep up with all the changes.

Themes

- Condemning things/ people (life).
- Taking care of herself (no one else is).
- Enjoy little things.

Ambition

- Get through this day.

Is excited by...

- Visit of old friends.
- Old shows on tv.



Part 5 – your assignment

- For now: check how looking through the eyes of these 3 people might have changed the design of your project, had you done this before starting ...
- For this afternoon: look – on a regular basis - at the projects you're visiting through the eyes of the 3 persona's. See if it gives you new insights ...

Questions?
Thanks!

