A Special Program for the

2011 CAS Spring Meeting

May 15-18

SECRET LANGUAGE
OF
INFLUENCE™

The Sequel!

Designed and Presented by:

Dan Seidman

www.GotInfluenceInc.com
190 E. Dundee Rd.
Barrington, IL 60010
1-847-359-7860
Dan@GotInfluenceInc.com

NOTES • NOTES • NOTES

The ART of PERSUADING OTHERS and PERSUADING YOURSELF

What will happen when I increase my influence…

_____

_____

_____

Let's revisit some of the ideas from _The Secret Language of Influence™…_

1. **PSYCHOLOGISTS AND LINGUISTS SAY LANGUAGE IS**

   _EITHER _____-FORMED OR _____-FORMED._

2. *MAGIC QUESTION #1...*
AT WORK, HOW DO YOU KNOW YOU'VE DONE A GOOD JOB?

People make decisions _____ or _____.

3. *MAGIC QUESTION #2...*
WHY IS HAVING X/CRITERIA IMPORTANT?

People are motivated by _____ or _____.

r
ail

Tame your Tongue!

1. **MINIMIZERS:** These are words that erode the value of our conversation and therefore our ideas. Examples are the use of *only* or *just*. Placing these terms into a sentence reduces the value of everything that follows.

2. **PRESUPPOSITIONS:** These are words that can unconsciously reference beliefs, often without intention. *If* and *when* are the most common words we use that do this.

3. **EUPHEMISMS:** These are safe words that really deny reality. They are used to discuss uncomfortable ideas. George Carlin "passed away (whatever that really means)." "My dog was put down." You don't want to use the difficult words "died" or "killed." These are closely related to ambiguous words which can have multiple meanings.

4. **WHY:** Why is a horrible word and should be abandoned by business professionals (as well as human beings). It's serves as an indictment on the intelligence of the person hearing it.

5. **MINDREADING:** We often believe we understand the beliefs of the other person, but can stumble when we assume and don't ask for verbal clarification of someone's position.

BUT WAIT THERE'S MORE…

6. **BUT:** In contrast to minimizers, this word - in a flash - wrecks everything that comes *before* it. This is an easy one to recognize. It can contradict and antagonize.

7. **MIGHT:** This is a lame, spineless word. Poor communicators choose limp words. This one is an interesting paradox. Here's a word which, in by definition, represents strength. Yet its most often used to show weakness.

THE EXCUSE ELIMINATION DIET

Before we get into the psychology of excuse-making, let's identify a **personal goal** we'd love to attain, but have been unable to – because of our excuses.

MY PERSONAL GOAL _____

WHAT'S IMPORTANT TO YOU ABOUT THAT GOAL?

_____

WHAT ARE SOME EXCUSES YOU'VE BEEN ARTFULLY USING THAT KEEP YOU FROM YOUR GOAL?

_____

_____

_____

_____

_____

The Psychology of Excuses

1. EXCUSES can _____ _____ _____.

2. EXCUSES are a form of _____.

3. EXCUSES can _____ _____.

4. EXCUSES are directly related to _____ _____ _____.

5. EXCUSES are _____ for one reason.

6. EXCUSES' favorite word is _____.

7. EXCUSES FIT INTO _____ _____.

MY PROFESSIONAL GOAL _____

WHAT'S IMPORTANT TO YOU ABOUT THAT GOAL?

_____

WHAT ARE SOME EXCUSES YOU'VE BEEN ARTFULLY USING THAT KEEP YOU FROM YOUR GOAL?

_____

_____

_____

_____

THE EXCUSE ELIMINATION DIET
5 Steps to Trim the Waste off Your Success!

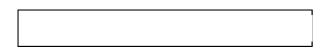**Step #1**

Step #2

Step #3

Step #4

Step #5

Handy Excuses to Help you Rationalize

- I have an evil twin.

- In my homeland that is acceptable behavior.

- There was a full moon or at least a pretty full moon.

- My underwear cut off the blood flow to my brain.

- I'm messed up from reading self-help books.

- Who among us is completely innocent?

- I thought slackers were still in.

- I'll never need this in the real world.

- I was hypnotized.

- I don't get paid enough to put out that kind of effort.

- I drank milk past the expiration date.

- The altitude affects me.

- You hate me because I'm beautiful.

- I misplaced my moral compass.

- I was teased by the other kids in grade school.

- I was a day-care baby.

- I am extremely sensitive to a rise in the interest rates.

- My psychiatrist said it was an excellent session. He even gave me this jaw restraint so I won't bit things when I am startled.

This *All Purpose Excuse Form* is designed to get you out of the trouble you've gotten in. Whenever there's a multiple choice, pick the one that works best for your situation and use it. You'll be surprised how effective this form can be!

Dear:

a) Mom b) Dad c) love of my life d) Assistant Principal e) Local Police Chief,

Words cannot begin to express how sorry I am that your

a) Car b) House c) Pet d) Espresso maker e) Left arm

was severely damaged by my

a) infantile b) puerile c) inept d) comically brilliant but nonetheless sadistic e) woefully under appreciated

prank.

How could I have known that the

a) car b) jet ski c) large helium balloon d) rodent driven sledge e) Zamboni

I was riding in would go so far out of control? And while it is true that I should not have pointed it in the direction of your

a) house b) wife c) Cub Scout troop d) 1/16th sized replica of the Statue of Liberty, complete with light bulb in the torch e) priceless collection of Rolling Rock beer cans

You must understand that it was all meant in fun. The subsequent carnage that I caused is beyond my ability to

a) imagine b) fathom c) comprehend d) appreciate e) pay for

and I must therefore humbly ask your forgiveness. I know that you are perfectly within your rights to

a) hate me b) sue me c) spank me d) take my firstborn e)gouge out my eyes with spoons and feed them to the fish in your Koi pond,

but I ask you to remember all the good times we've had, joshing around at

a) school b) work c) church d) the bowling alley e) the municipal jail,

and to remember that I am first and foremost your

a) friend b) child c) sibling d) lease co-signer e) only possible match should you ever need a bone marrow transplant.

I think that counts for more than one prank, especially one that

a) was so stupid b) was so silly c) would have been funny if it worked d) you would have done, if you had thought of it first e) I'm going to use again on someone else.

Sincerely,