



Carter Corson

LSAS CONFERENCE 2019

I PUT A SPELL ON YOU & NOW YOU'RE MIND: FREE YOUR INNER INFLUENCER

SARA DUXBURY, BUSINESS PSYCHOLOGIST

OBJECTIVES



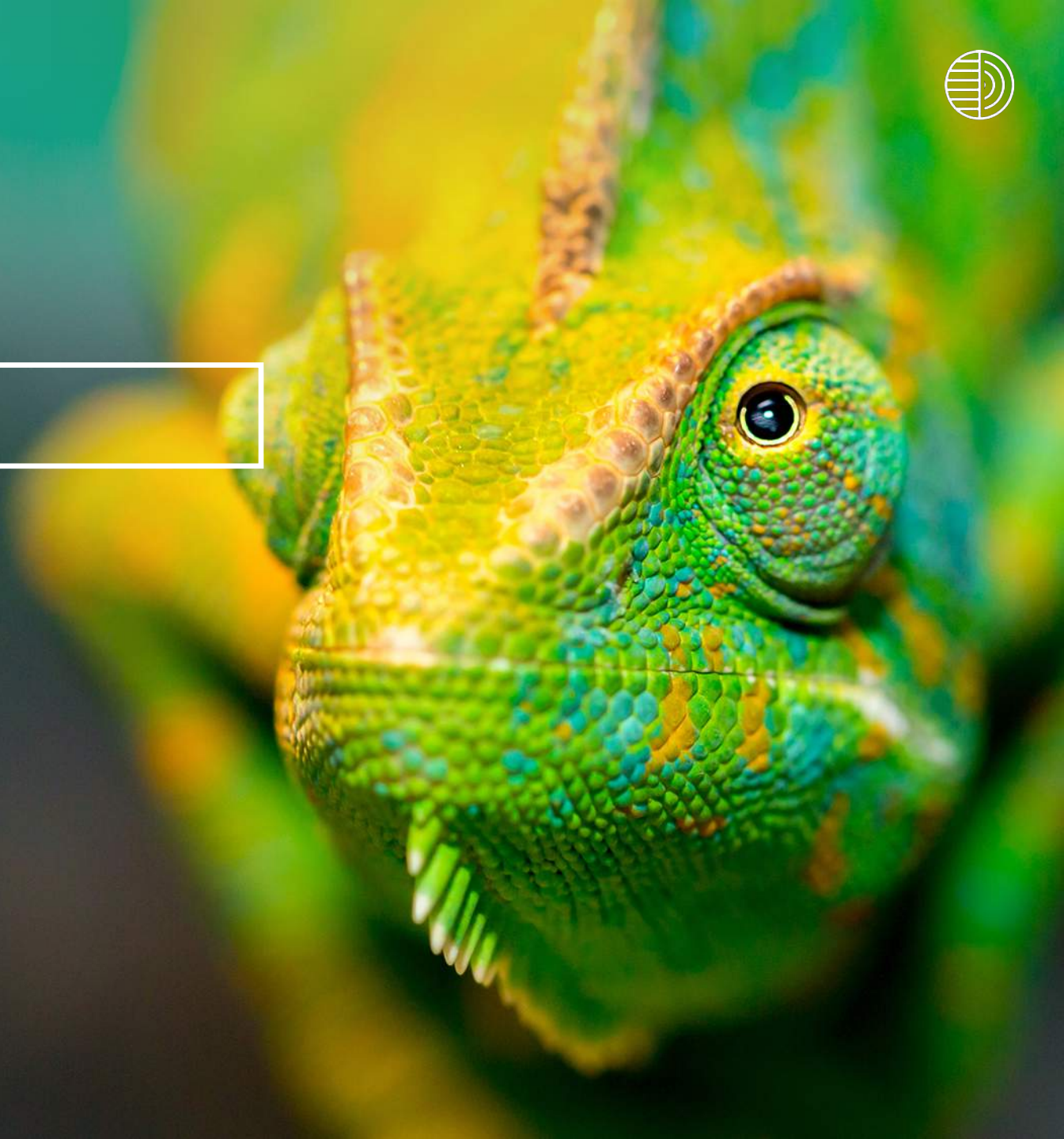
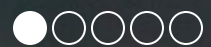
THE PSYCHOLOGY OF INFLUENCE

SELLING INTO THE GAP

USING MINDSPACE

GETTING YOUR 'NUDGE' ON

BUT NO MIND CONTROL...



OBJECTIVES

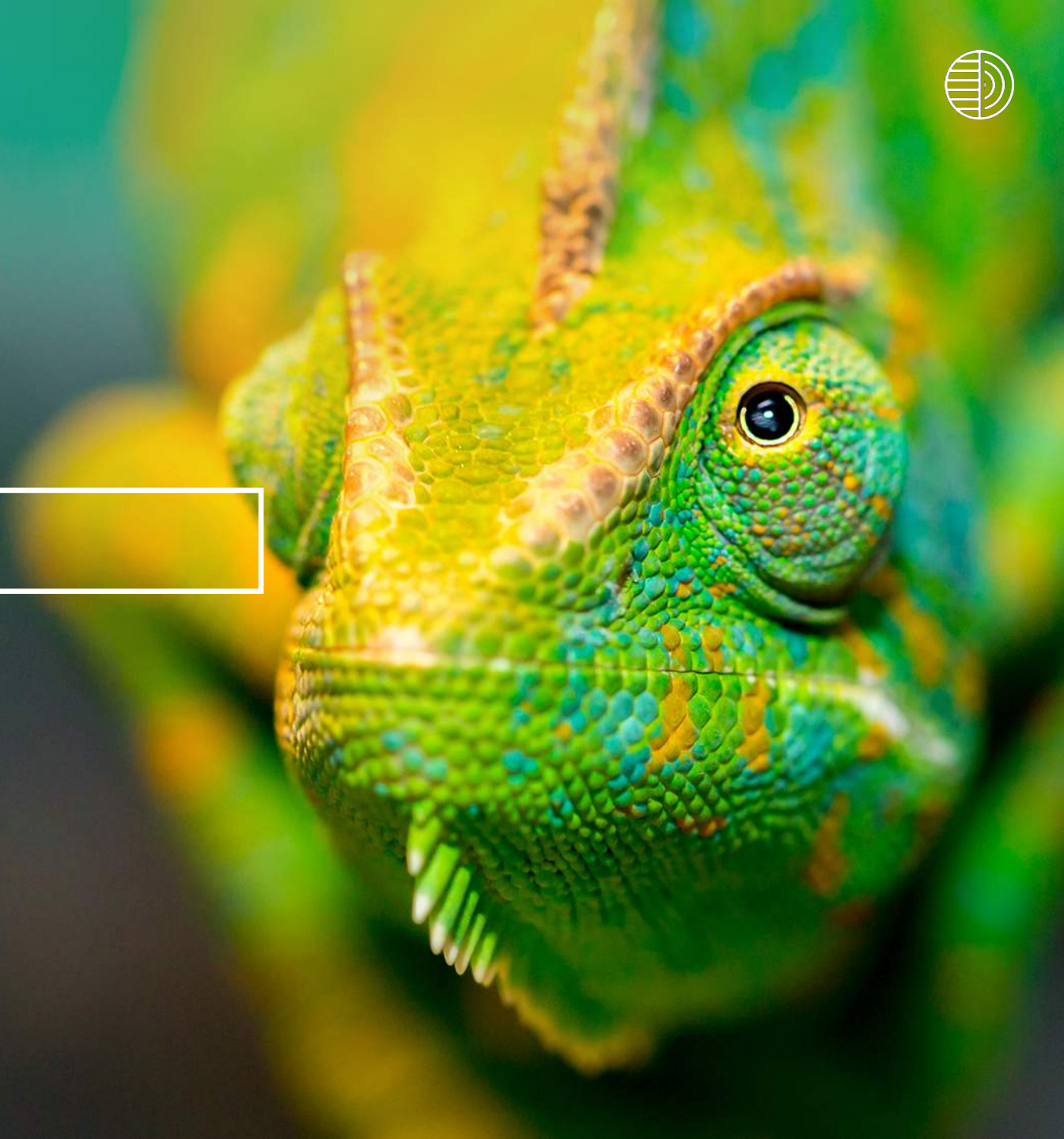
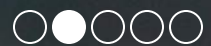
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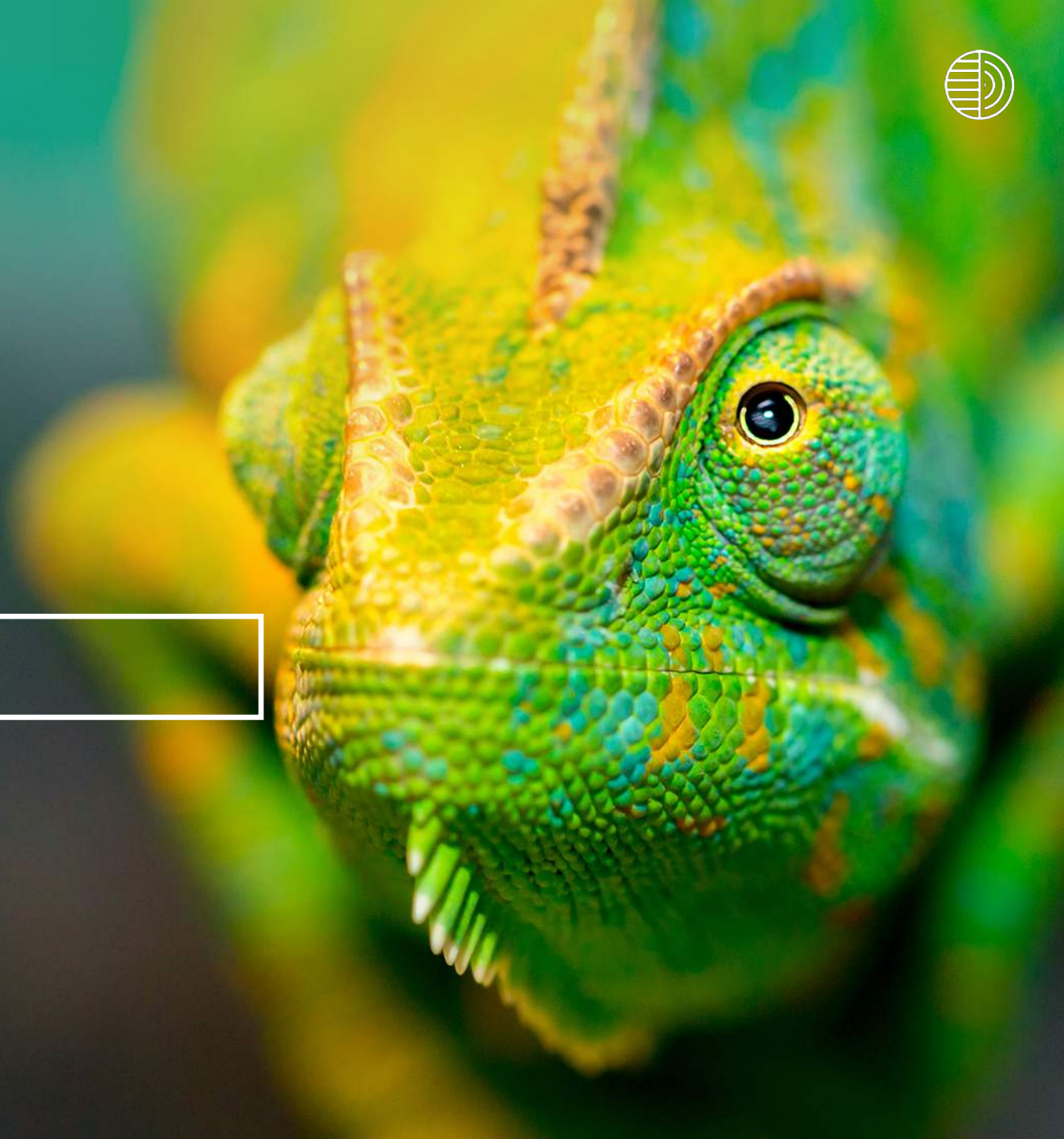
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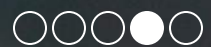
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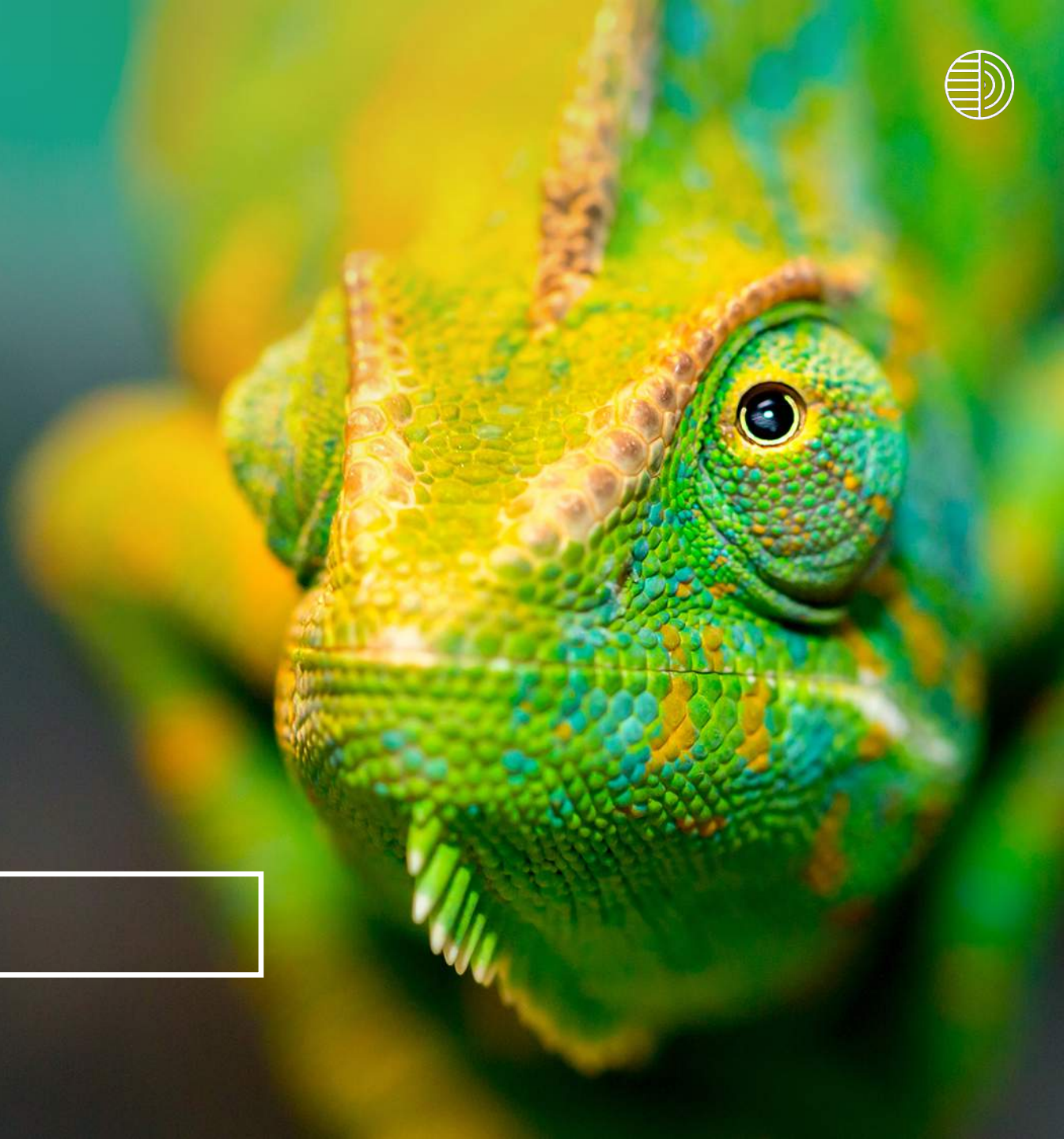
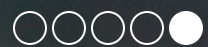
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THE PSYCHOLOGY OF INFLUENCE





THE PSYCHOLOGY OF INFLUENCE

SIX UNIVERSAL PRINCIPLES OF INFLUENCE

RECIPROCATION

AUTHORITY

COMMITMENT / CONSISTENCY

SCARCITY

LIKING

SOCIAL PROOF





UNDERSTAND OUTCOME

WHAT DO YOU WANT
THEM TO KNOW, THINK
OR FEEL AS A
CONSEQUENCE OF YOUR
INFLUENCE?

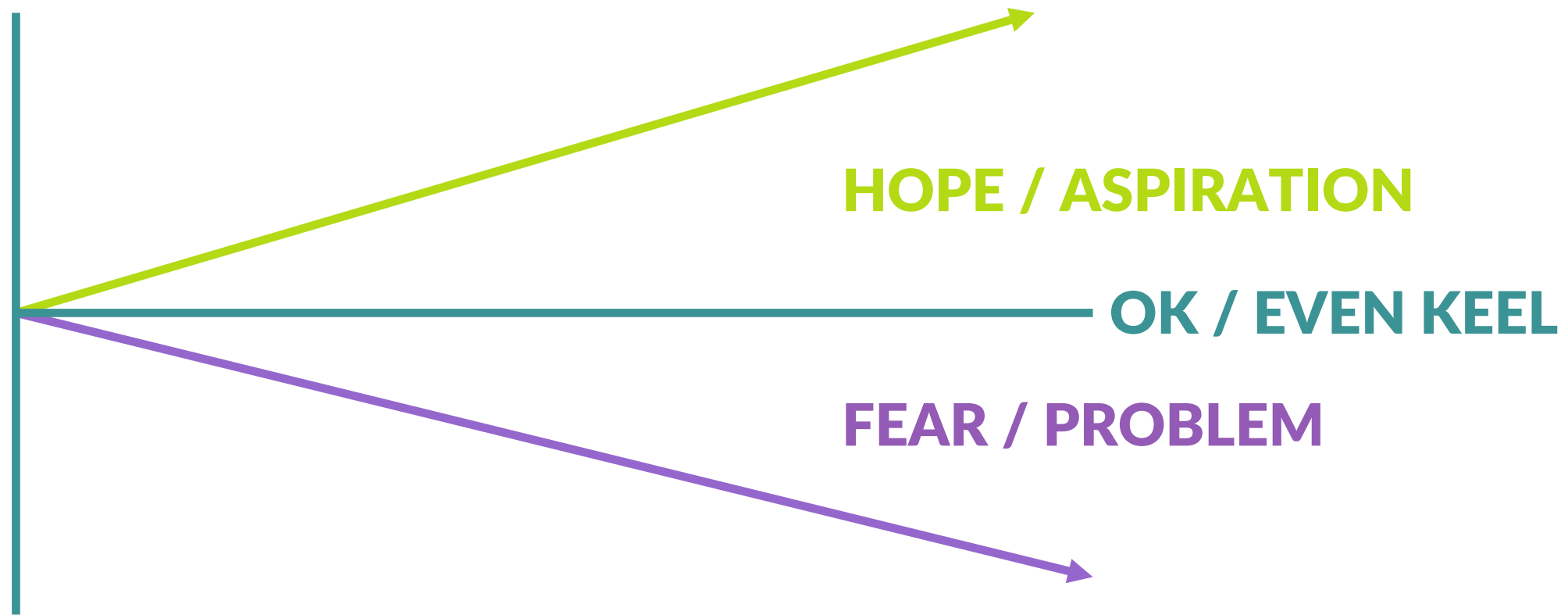


UNDERSTAND CONTEXT

UNDERSTAND THE PEOPLE
INVOLVED.
WHAT IS THE CONTEXT
FROM THEIR
PERSPECTIVE?



UNDERSTANDING MODES



SELLING THE DREAM

CONNECT ACTIONS TO A DESIRED OUTCOME (EVEN BETTER IF SHARED)

TELL THE STORY OF POSSIBILITIES TO ENCOURAGE THEM TO DREAM BIGGER

USE 'UP / FORWARD / FUTURE / NEXT' LANGUAGE

SOLVING PROBLEMS

SHOW HOW ACTIONS SOLVE THEIR PROBLEMS OR MEET A NEED

REFRAME, REFOCUS OR REDIRECT FEARS

AND OK IS RARELY OK – WOBBLE THEIR CERTAINTY (DISTURBANCE TECHNIQUE)



EVALUATING STAKEHOLDERS

Influencer	Influence	Mode	Relationship
Economic	H	EK	-2
Political / senior	H	G	0
Technical	H	T	0
User	L	T	-3
Coach	L	G	+5





MINDSPACE

M I N D S P A C E

MESSENGER





MINDSPACE

M I N D S P A C E

INCENTIVES





MINDSPACE

M I N D S P A C E



NORMS



MINDSPACE

M I N D S P A C E

DEFAULTS





MINDSPACE

M I N D S P A C E

SALIENCE



MINDSPACE

M I N D S P A C E



PRIMING



MINDSPACE

M I N D S P A C E





MINDSPACE

M I N D S P A C E

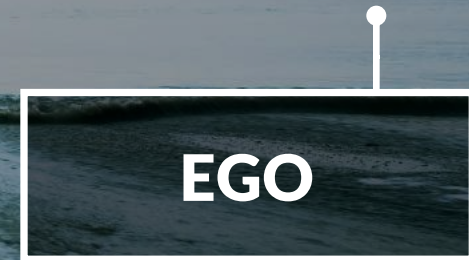


COMMITMENTS



MINDSPACE

M I N D S P A C E





THINK EAST

EASY

ATTRACTIVE

SOCIAL

TIMELY





THINK EAST

EASY

ATTRACTIVE

SOCIAL

TIMELY



THINK EAST



EASY

ATTRACTIVE

SOCIAL

TIMELY





THINK EAST

EASY

ATTRACTIVE

SOCIAL

TIMELY



LET'S TALK ETHICS

KEEP YOUR 'NORTH STAR' IN SIGHT
WHO DO YOU SERVE?
DO NO HARM



CONTACT



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CONTACT



Based in the
North & working
across the UK



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01625 526 979



Carter Corson





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hello@cartercorson.co.uk



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