

COMMUNICATION

Masterc

logic

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putting it al

# How to Influence Anyone and Get What You Want

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# How to Influence Anyone and Get What You Want

## **A proven path to professional success and personal fulfilment**

This ebook is for you if you want to know how to...

- Be rich
- Be a world class transformational leader
- Present and get standing ovations
- Develop the likeability factor
- Get on with anybody
- Overcome fears of rejection
- Negotiate and win the sale
- Get promotion
- Get the job you're after
- Generate the WOW factor
- Gain more confidence and self knowledge
- Influence anyone
- Actualise the purpose of your life

These are no idle promises. People who understand and practise the skills and attitudes explained in the following pages have achieved these goals and got the success they want. Because success comes down to this simple but profound principle:

**SUCCESS depends on the IMPACT you have on others**

# How to Influence Anyone and Get What You Want

So I want to thank you for taking the time to read this ebook. You will not be disappointed. All this material is new. You will not have seen it anywhere else. I feel excited to share it with you because up until now, the only people who could get hold of these secrets were high fliers and top executives in the top companies of the world.

Some of whom by the way, expressly forbade me to teach them to their teams because said one senior person “these secrets are dynamite”. But no longer. Now they're for everyone. The technology has only just arrived where these skills and attitudes can be shown in video interactively, and explained with graphics and quizzes as though you were on a real live workshop.

To influence anyone and get what you want comes down to the quality of your Impact.

## **So what is Impact?**

### **OVERVIEW**

In order to understand Impact we have first got to understand Charisma. Let's start with an overview of charisma and then we'll go on to impact.

# How to Influence Anyone and Get What You Want

## Impact Communications Video Masterclass

[Learn more](#)

### **IMPACT & CHARISMA AT WORK**

What is Charisma? What is Impact? How you can get it to build Professional Success and Personal Fulfilment?

# How to Influence Anyone and Get What You Want

## CHARISMA

Simply put, Charisma is your ability to relate. And this can be in your personal life or your working life. In this ebook we're going to focus more on the work context.

You might be interacting with one person, or groups large and small, on the phone or the myriad of other modern channels. No matter where, when or to whom you relate, your professional success and personal fulfilment depends on the quality of the relationships you build through the way you communicate. Not just what you say but how you say it, what channels you use and whether you are seen to keep your word and walk your talk.

When we start to unpick this definition of charisma as your *ability to relate*, it is not as simple it seems. Nevertheless it is not a mysterious power that only a few are born with. Everyone can get it. You just have to know how. A further complication is that charisma is always appropriate to the context.

So what is ok for a rock star on stage at Glastonbury is not ok in an office meeting. But that's not to say you can't have charisma in the office meeting. You can. And should. And the more you do, the more you are seen as a leader or someone who has a positive impact on others. While your charisma should be appropriate to the context in that meeting, try to push the boundaries at least a little. Because research has shown that people who go against protocols and unwritten rules of conduct, are seen as charismatic. Though don't break them too much otherwise you'll be seen as eccentric.

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## IMPACT

Simply put, Impact is the effect you have on others (as a result of your charisma)

If people say “you’ve got charisma” they are referring to your ability to communicate and relate. On the other hand if they say “you’ve got impact” they are more referring to the effect of that ability on others. Because you make other people feel good. Or others are convinced by your arguments or they feel motivated by the way you say things.

With impact however, there is also a further complication: not everybody feels the same thing as a result of your charisma. Some people will feel inspired by you, others may not. Some may be convinced by your arguments and the way you say things and others may not. So what I have done in this ebook and in the eLearning videos on impact, is to select the main abilities of charisma that give the most impact on most people in a business context.

## HOW TO GET IT

These abilities are called competencies. Competencies are a collection of skills and attitudes. It turns out that there are only 3 core competencies. I have put together an [eLearning set of videos](#) and films to SHOW you how to perform these competencies.

In this ebook, I will go over the 3 core competencies that derive from charisma. These are **Logic, Emotions and Drama**. When you learn them, you will be able to apply them in many different situations in business and be seen as a great leader, negotiator and influencer. You will be confident, free from fear and someone able to relate and get on with everybody.

# How to Influence Anyone and Get What You Want

## WHAT IS CHARISMA?

Charisma is originally a Greek word meaning grace or a divine gift bestowed upon a chosen few. To say someone had charisma meant they had a mysterious power to attract good things and accomplish great feats of healing, prophesy or oratory. The word was later used by sociologist Max Weber to denote a type of authority inherent within the individual. Some people seem to have, according to Weber,

*“a certain quality that sets them apart from ordinary men and women, by virtue of which they are treated as if endowed with supernatural or exceptional powers”.*

It has now come to mean personal magnetism, charm, star quality, personal magic that attracts, empowers and inspires others.

## IMPORTANCE OF CHARISMA

Everyone needs more Charisma because there is always someone in our life that we can influence more powerfully or in a more skilful or caring way. Furthermore, you don't have to be tall, handsome, sexy or beautiful to have charisma; we are all born with it. We just need to know how to get it back.

If you are in business it is exceedingly important. With charisma you are able to get on better with a wider group of people, win huge contracts, handle conflict, inspire people, create an atmosphere of trust and call forth the highest in yourself and others.

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**So often, for example, brilliant technical experts know everything about their subject but cannot put it across.** They don't know that *what* is said and *how* it is said are two distinct aspects of the complex business of communication. Job knowledge and being good at your job is not enough. Your ability to lead, have a positive impact in meetings or with customers, empower others, collaborate in teams, inspire an audience and release their confidence and creativity is more important the more senior a person becomes. All this is achieved by developing your charisma.

In our private life charisma is important too. Because our ability to relate applies not just in the workplace, it also applies in our personal relationships. And these will continue to be fulfilling as we cultivate emotional truth and a positive intention to benefit others especially those close to us. Both of these are part of the charisma model. (see below)

## ARE WE BORN WITH CHARISMA OR NOT?

While it is indeed an inborn "gift from the gods", it is only so in the sense that we **all** are born with it. You and I are each a unique DNA wonder of the world – just like everyone else! We all have moments of it when we speak about something we are passionate about. All the self-concerns that frighten us vanish and we speak with authority, belief and confidence. It's just that normally, we don't speak up. Or if we do, we can lack zest and appeal. We keep our light under a bushel. As Marianne Williamson said (and Nelson Mandela took as his inaugural speech):

*"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure... We ask ourselves 'who am I to be brilliant, gorgeous, talented and fabulous?"*



# How to Influence Anyone and Get What You Want

As beautiful, bouncing babies, we all start off with oodles of it – natural, genuine and attractive. The bad news is that most of us lose it. We think it'll be enough to know the subject, we hold back on our joy and excitement because it's 'not cool' to be too positive. And so we appear mediocre. But at least we avoid being wrong. Or we do the opposite and work on our style in the vain hope that tricks of the trade will be enough to convince others. So we then come across as false, nervous or pompous.

But the good news is everyone can learn the art and science of charisma. Mostly the journey is about unlearning bad habits. You discover that commitment to excellence in communications builds delightful relationships and calls forth the talent of individuals, which finally generates better business results. But it does involve looking at what we really want out of life. Do we want to simply be ok and get by?

Or do we truly want to be excellent? The amount of change that each person is willing to go through in letting go of outmoded styles of communicating may prove too much for some, but for those who truly want it, the journey will reward us, personally and professionally. We will experience a sense of joie de vivre, greater commitment to the things that matter and find that we are realising the purpose of our life.

## THE 12 INGREDIENTS OF CHARISMA

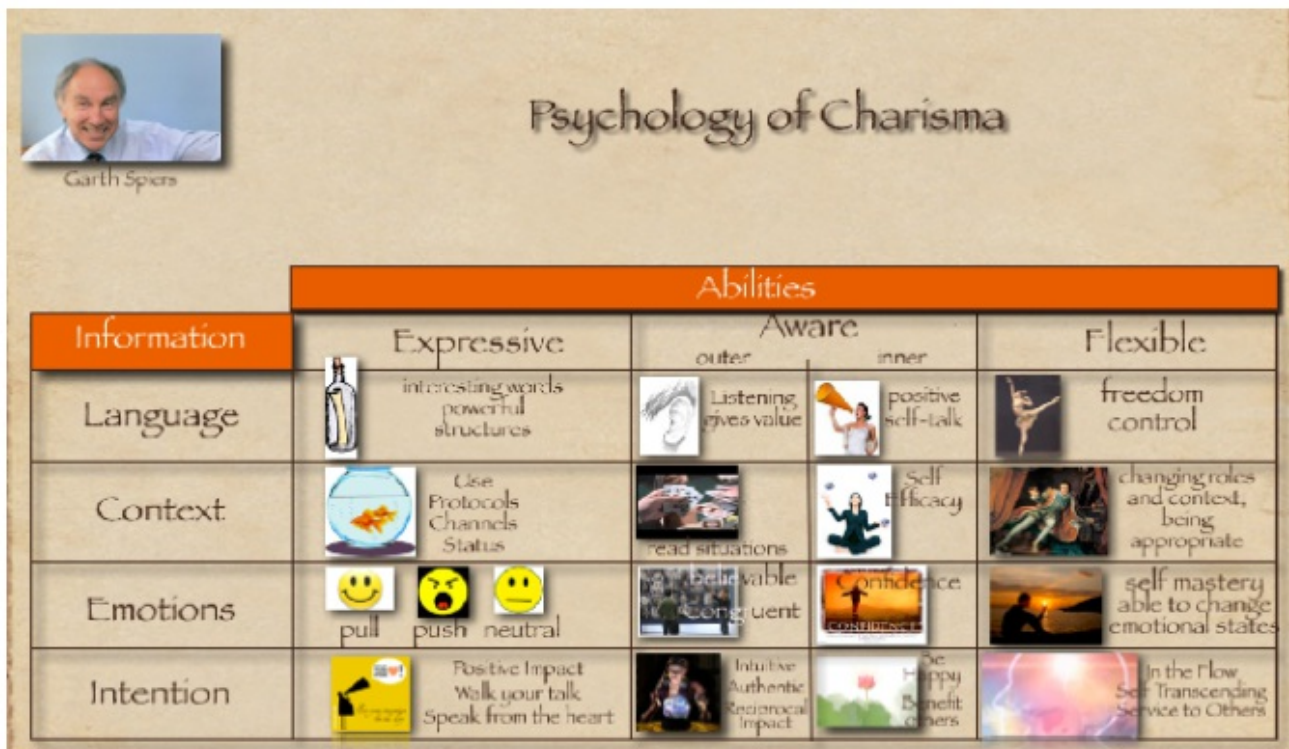
Over many years, while as an actor, psychologist and business consultant, I have researched a model of charisma that explains how it is made up of **12 ingredients**.

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At the root of all relationships is the ability to communicate. Transmitting the message is only the first part. Even at its simplest level, communication is only successful when the message understood, is the same as the message intended to be understood. But it is much more than this: it involves three abilities communicated at 4 levels of information. This produces a grid of 3 columns of abilities and 4 rows, each representing a level of information. A fuller explanation is on [15 videos on the website](#).



















These videos were created several years ago as a “do-it-yourself” project. They are currently being upgraded to a more professional standard. But so many of you have asked to have them available while the improvements go on, I include them for those interested in the psychology of charisma. I intend to have them made available with ebooks attached to each of them. But in the meantime, please enjoy!

## THE CHARISMA MODEL



**Psychology of Charisma**

Garth Spiers

Information	Abilities			
	Expressive	Aware	Flexible	
Language	 interesting words powerful structures	outer  Listening gives value	inner  positive self-talk	 freedom control
Context	 Use Protocols Channels Status	 read situations	 Self Efficacy	 changing roles and context, being appropriate
Emotions	 pull  push  neutral	 believable congruent	 Confidence	 self mastery able to change emotional states
Intention	 Positive Impact Walk your talk Speak from the heart	 Intuitive Authentic Reciprocal Impact	 Be Happy Benefit others	 In the Flow Self Transcending Service to Others

# How to Influence Anyone and Get What You Want

## The 3 abilities or the ABC of charisma:

1. **Awareness:** your ability to 'read people' and pick up the return verbal and non-verbal messages from the people you are talking to, is known as your 'sensory acuity'. But there is another inner awareness of your own subjective states that is also going on at the same time. And this awareness can be either empowering, disempowering or just neutral. The state of mind that gives us most problems is the negative feelings that arise in stressful situations. At these times it's as though we have an inner critic who seems to be judging us badly.
2. **Behaviour: your expressiveness.** It's the ability to 'put yourself across'. Words themselves are of course, important. Especially when you are trying to communicate a complex topic. But what is often given insufficient importance is **How** you say it: your style. It is your Emotional Expressiveness which others see from your behaviour. It has a myriad of subtle elements to it and things like tone of voice, the way you move and the type of eye contact and facial expression are just a few examples. And these are the main factors that determine your influence, they all add up to the overall impact of your communication.
3. **Control: your flexibility.** This is the ability to adapt to the situation and make changes in words, behaviours and your own emotional states. This implies freedom to express ourselves and the control to be appropriate. Too much control and we become rigid. Too much freedom and we lose the logic and order of our argument. Research shows that leaders who change the rules or protocols that govern appropriateness are seen as charismatic. But not too much change otherwise they are seen as merely eccentric.

**These 3 abilities are communicated at 4 interacting but distinct levels of information (giving 12 main ingredients).**

# How to Influence Anyone and Get What You Want

- 1. Linguistic:** the focus is on **WHAT** is said – the substantive, verbal component as well as the frameworks, structures and logic of sentences, and the way words are put together.
- 2. Contextual:** the focus is on **WHERE, WHEN** and to **WHOM** it is said because contexts have embedded information usually in terms of protocols or codes of conduct, the channels of our communication, territory, and status symbols.
- 3. Emotional:** the focus is on **HOW** you say it which reveals itself as body language or physiology. You have an effect on us by what you feel because your feelings are communicated by how you move, the tone of your voice and the myriad of facial expressions and eye contact.
- 4. Intentional:** the focus is on **WHY** it is said. Our intention is revealed in two ways, first by the impact we have on others. And this impact is made up of all the other levels of language, context and physiology all combined to have an effect on the other person. And this person don't forget, also brings his or her own meaning to the interaction. That's why some people are inspired by you and others maybe not.

A second way that intention is communicated is by a direct physical field of electromagnetic energy. Researchers believe the heart, which generates about 2.5 watts of power creates this field. While there are machines which have been designed to directly measure this field, I measure a correlate of intention called Heart Rate Variability.

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It is this level of communication, the intentional level that brings in an ethical dimension to charisma. This dimension opens the door to authenticity or its lack. It is the lack of integrity in many leaders that has given charisma a bad press. Because many top people who have learnt the art of charisma and can sway millions, lack integrity. They do not walk their talk. This is the dark side of charisma. It is not charisma that is bad, it is how it is used by people whose intention is self-serving.

## THE DARK SIDE OF CHARISMA

Hitler is the most infamous example. He had enormous linguistic and emotional power but the contextual symbols and protocols he used to motivate were based on fear. And of course, his intention and overall purpose was evil and corrupt. There are many other less evil but common negative aspects of charisma:

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## THE DARK SIDE OF CHARISMA

- **The 'Rabbit'**. These are people who hate being caught in the glare of the limelight. They have a self-critical form of awareness – an inappropriate attention on themselves and aware of all sorts of inner criticisms justifying why they should maintain a low profile. This is typical of what is called the “imposter syndrome”.
- **The 'Steam Roller'**: These are people who have high expressiveness but very little flexibility and not much awareness (or care) of the impact they have on others.
- **The 'Star'**: These are people who have lots of charisma but whose intention and overall life purpose is self-aggrandisement. They foster dependency and have little interest in the empowerment of others. Some big names in business suffer from this.
- **The 'Celeb'**: The modern adulation of celebrities is similar to the 'Star' type. The difference is that 'Celebs' are almost entirely dependent on the context and marketing for their charisma. There are many bosses who depend on their position in the hierarchy (contextual charisma) for their authority. Outside this context they are very ordinary.
- **The 'Shark'** The shark uses his or her power and position in the hierarchy to strike fear in the hearts of others. These are the bullies in organisations. They do not empower others; they get compliance through a culture of intimidation.

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## EXAMPLES OF PEOPLE WITH CHARISMA



**The Dalai Lama** is a good example of someone who has lots of intentional charisma and transformed his charisma into 'Presence'. Charisma becomes Presence when the level of Intention has been developed to a high degree. The energy from the power of his Intention (what he calls compassion and loving kindness) exerts a subtle yet distinct influence on all who meet him.

# How to Influence Anyone and Get What You Want



**HRH Queen Elizabeth II** has plenty of linguistic charisma and powerful contextual charisma that is built in to the protocols and majesty of her position; but very little emotional expressiveness.

The late **Princess Diana** was the opposite. She was not a great speaker nor did she stand on ceremony and protocols but she more than made up for it with her emotional expressiveness and her good looks. Good looks are partly Contextual (because looks are relative to the culture) and partly Emotional (because they are part of her physiology).





# How to Influence Anyone and Get What You Want



**Tony Blair and Gordon Brown (British Prime Ministers)** Tony Blair had more emotional expressiveness and flexibility than Gordon Brown who had a tendency towards the Steam Roller.



**Barack Obama:** He is a good example of someone with lots of Flexibility. I remember him coming on to a chat show doing a jig. He has good poise and emotional expressiveness and his principled stance on many issues shows the power of his intention.

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**Donald Trump:** During his race for the White House he created a huge amount of contextual charisma through the use of status symbols of power and wealth. This appealed to many. He broke many protocols of behaviour which gave him even more publicity and charismatic appeal to his voters.



**Hilary Clinton:** Lots of smiling even under pressure shows emotional expressiveness and the emotional flexibility of being able to quickly let go of the hurt and not to let it get her down. She had a lot of linguistic expressiveness, but was sometimes flummoxed by gross repartee indicating a low contextual flexibility. She is an example of how much of the media was able to use contextual charisma against her, with for example, images of her behind bars.

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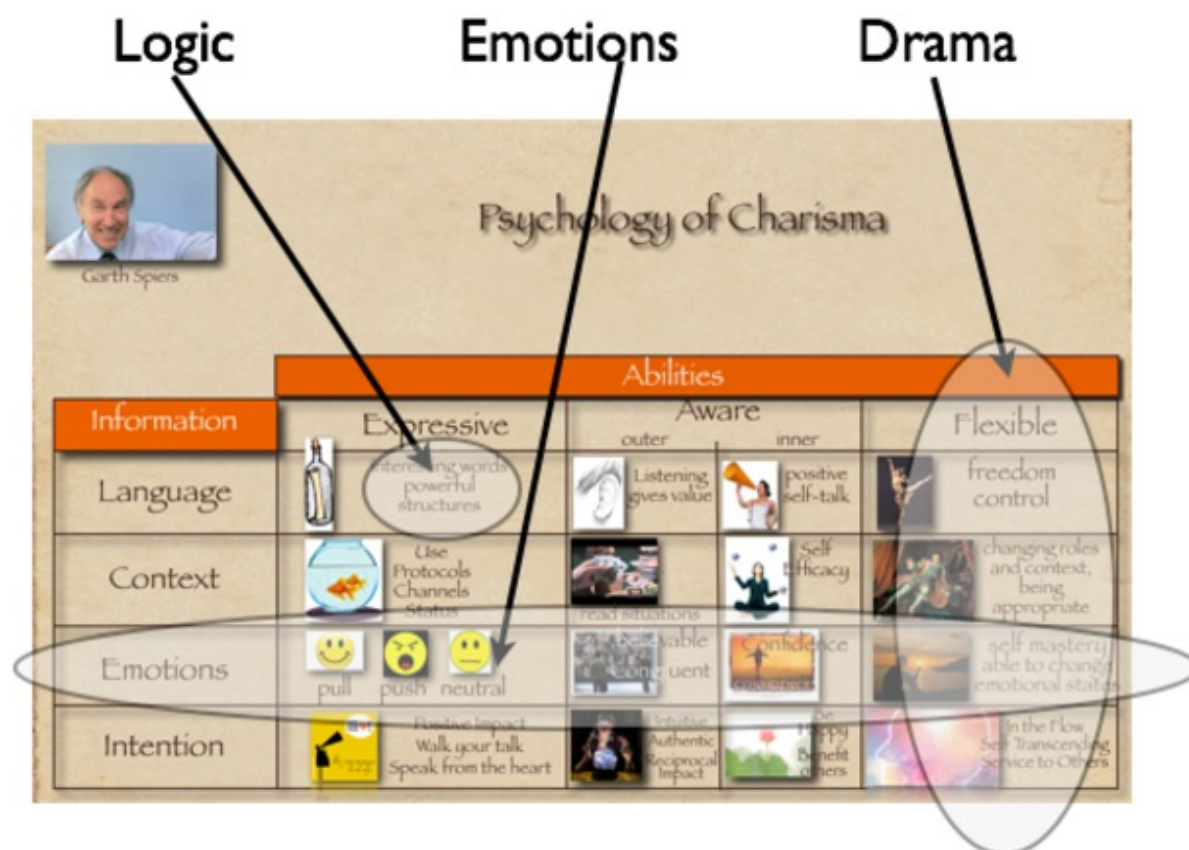
## IMPACT

The impact we make on others comes from the combination of all the 12 ingredients of charisma. But, and a big but, the different meanings that people bring to the conversation will also have a big influence of the impact you have. And so will the context you are in. It's as though we all have our own interpretation of not just what is said, but how it is said and come to conclusions that are different from what was intended. And that's because our interpretations depend a lot on the context.

Therefore I have picked the top 3 competencies of charisma that seem to have a widely accepted meaning and limited our discussion to a business context. These competencies are the ones that in a business context, the vast majority of people respond to in a positive way and say "they have charisma, they have impact".

I have worked in many different business cultures: UK, USA, Europe, Middle East, Far East, with different cultures, Islamic and Western. While there is a lot of difference between businesses, industries and national cultures nevertheless, these 3 competencies work across cultures and businesses and produce a similar impact. The 3 competencies are Logic, Emotions, Drama.

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## LOGIC

is part of the structure of the words we use at the level of language. It is represented by the image of the message in the bottle. The message refers to your words, the bottle refers to the structure and logic you use to convey the message and how you put those words together. The competency of 'logic' requires that you to learn the structure of STP. This is a generic structure that works best at influencing people in all business contexts.

**It stands for Situation, Target and Proposal. S** refers to “the current situation with regard to the state of the problem or project”. **T**, the Target, refers to “where we want to be” and **P**, our proposal refers to “how we are going to get there”.

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There is a lot to be said about STP and it is extensively explained in the eLearning videos where we SHOW you how to do it with many film sequences. Most people who have heard of this structure do not use it correctly. There is a big trap in using it that most people fall into. They define their “situation” in terms of “lack of”. That is wrong. Because it doesn't tell you what exists, it just tells you what is absent. For a full explanation please go to the eLearning videos.

**EMOTIONAL** competency is derived from using all the elements in the third row of charisma. Some people are swayed by logical arguments and others are swayed by emotional arguments. To influence everybody, you have to have both logic and emotions.

Nobody sees our emotions directly. They see our physiology or body language. This includes the way we move as well as gestures, voice quality and facial expressions. All these are explained and **SHOWN in the** eLearning videos. We show that all emotions can be split into three parts: Pull, Push and Neutral.

## **Pull**

When we feel good such as happy or excited we have the body language and tone of voice of “pulling people towards us”, they feel treated like friends.

## **Push**

When we feel bad (irritated, frustrated etc) we have the body language and tone of voice of “pushing people away” they may even feel treated like an enemy.

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## Neutral

And when we are in a Neutral state we are thinking rather than feeling. We are in a rational, conceptual frame of mind, working things out, weighing things up. People may even feel as though we are treating them like strangers.

Once again, there is a lot to SHOW you about pull/push/neutral and how it is used to influence people. Much too subtle to explain in words. Please go to the eLearning videos to see when and how to use pull/push/neutral in a way that is powerful and genuine.

A big part of the emotional level of charisma is **confidence**.

This is part of our subjective or inner awareness at the emotional level. Simply put, confidence is a feeling: feeling good about ourselves in a particular situation. This is the main challenge for most people: to feel good about themselves in tough social situations. They fear the negative judgements of others. In most cases such judgements are wrong. Generally speaking, people are not out to get you unless you are a soldier in a battlefield.

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The thing is, feelings go up and down depending on your personal psychology and the situation you are in. If for example you're having a chat with some friends over a cup of coffee, in that case you wouldn't feel nervous. But if those same friends are in a different situation, such as gathered in a meeting to hear you make a public presentation, nerves and negative feelings can start to kick in. The easy solution is to learn the logical and emotional structures of impact, so that you are in control of the situation that produces these negative feelings. You will be amazed at how confident you become. We SHOW you how this works in the eLearning videos.

## **DRAMA is largely about flexibility**

This competency is derived from the last column of the charisma model. It is represented by the ballet dancer. Too much freedom you get chaos, too much control you become rigid. The right balance is arrived at through an attitude of playfulness. Our learning as kids was done through playfulness. It is a way of balancing both left and right sides of the brain – the logical and emotional aspects. Nowadays most of us have lost this ability to be both playful and yet sincere and genuine at the same time. We often take ourselves too seriously.

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When we communicate we are also, to some greater or lesser degree, offering an element of entertainment. In the eLearning videos we SHOW you how this is done appropriately. It's a combination of your movement, gestures, facial expressions, eye contact and tone of voice. All this goes to create a positive impact on the other people, and they see you as someone who is confident, credible and compelling. You can be standing up presenting to a vast conference or talking to a small group of potential customers or sitting down at a table talking to your colleagues. Or discussing a work topic one on one, even on the phone or Skype. These techniques work. No matter what the situation or context. Please see it in action at the [eLearning videos](#).

## CONCLUSION

**It involves each of us accessing the core of who we are and being genuine. Charisma is about developing the whole person; it reconnects each of us with our power, excitement and vitality. As we strive for excellence and overcome the blocks to our own greatness, we are then able to meet, inspire and impact others at deep levels because we have first touched the depths in ourselves.**

We can all learn and develop the skills and attitudes of charisma, and make a huge and positive impact on those around us at work and in our private lives. But this is not just learning fancy tricks of the trade. Otherwise you might end up a con-man or woman.



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## ACTIONS

### PROVEN PATH TO PROFESSIONAL SUCCESS AND PERSONAL FULFILMENT

For those of you who want to take action to give you huge success, influence and confidence, here's what to do:

#### TO GET THIS

**1) Get the accelerated programme in High Impact Communication: go to**

[garthspiers.com/impact](http://garthspiers.com/impact)

And be shown how to do all the things we've been talking about here.

**2) Get the Impact Coaching Programme. Go to**

[garthspiers.com/impact-coaching](http://garthspiers.com/impact-coaching)

We will work with you one-on-one to keep you focussed on the things that matter, and help you break through your blocks to get the success you've always wanted...faster than ever.

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# How to Influence Anyone and Get What You Want

**GARTH SPIERS** is an international trainer, coach and leadership expert with a background in psychology, health and business science. He has worked as a consultant for The United Nations, Red Cross, OECD, Disney, Morgan Stanley, WPP, Royal Mail, British Government and many other large organisations as well as being a coach for the solo entrepreneur.

He holds an **MSc in Operational Research and a BSc in Psychology and Mathematics**. He has a diploma in Chinese medicine and is a Master Practitioner in NLP. For a few years he was also a professional actor. This background is unique. Working with Garth will call forth the highest and best in yourself and he does it in a way that is kind and respectful yet at the same time challenging, practical and inspirational.

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