

# Jedi's tricks to convince your boss and your colleagues



Emmanuel . Nicaise @ Apalala.be

> **human -h**

Missing parameters!

Please try *man human*  
or stay focused for the  
next hours

What is the average human attention span?

So, how many time will we need to take a break to stay focused this afternoon?

# Disclaimer!

- Everything I know NOT  
(although I'm used to act like this)
- Science is no thruth,  
but made of theories and facts  
(and facts don't always match the theory)



# Keep in mind

## Mind the context

The success of any trick depend of the context in which it is applied



## Jedi's code

*There is no emotion, there is peace.*

*There is no ignorance, there is knowledge.*

*There is no passion, there is serenity.*

*There is no chaos, there is harmony.*

*There is no death, there is the Force*



COMFORT  
ZONE





# CHATHAM HOUSE RULE

When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but **neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed**

# AGENDA

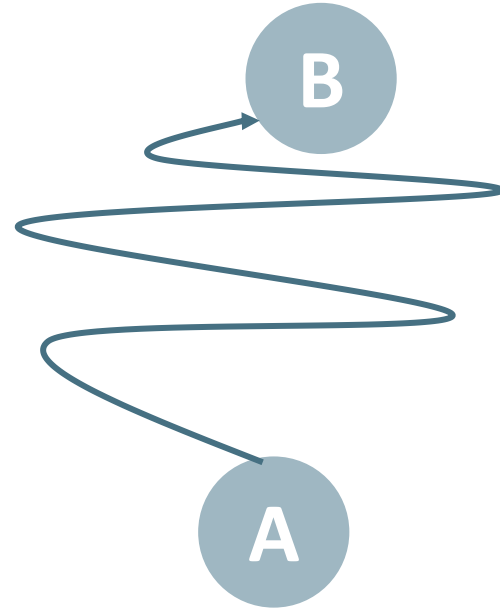
- What & Why
- Know your target: HUMINT
- What's in it for them?
- The package and the content
- The tricks (for the face-to-face combat and for Weapons of mass distribution)



## THE PLAN



## THE REALITY



**Why ?**

1

# Why

are you here?

Practice, you  
must!



# Setup

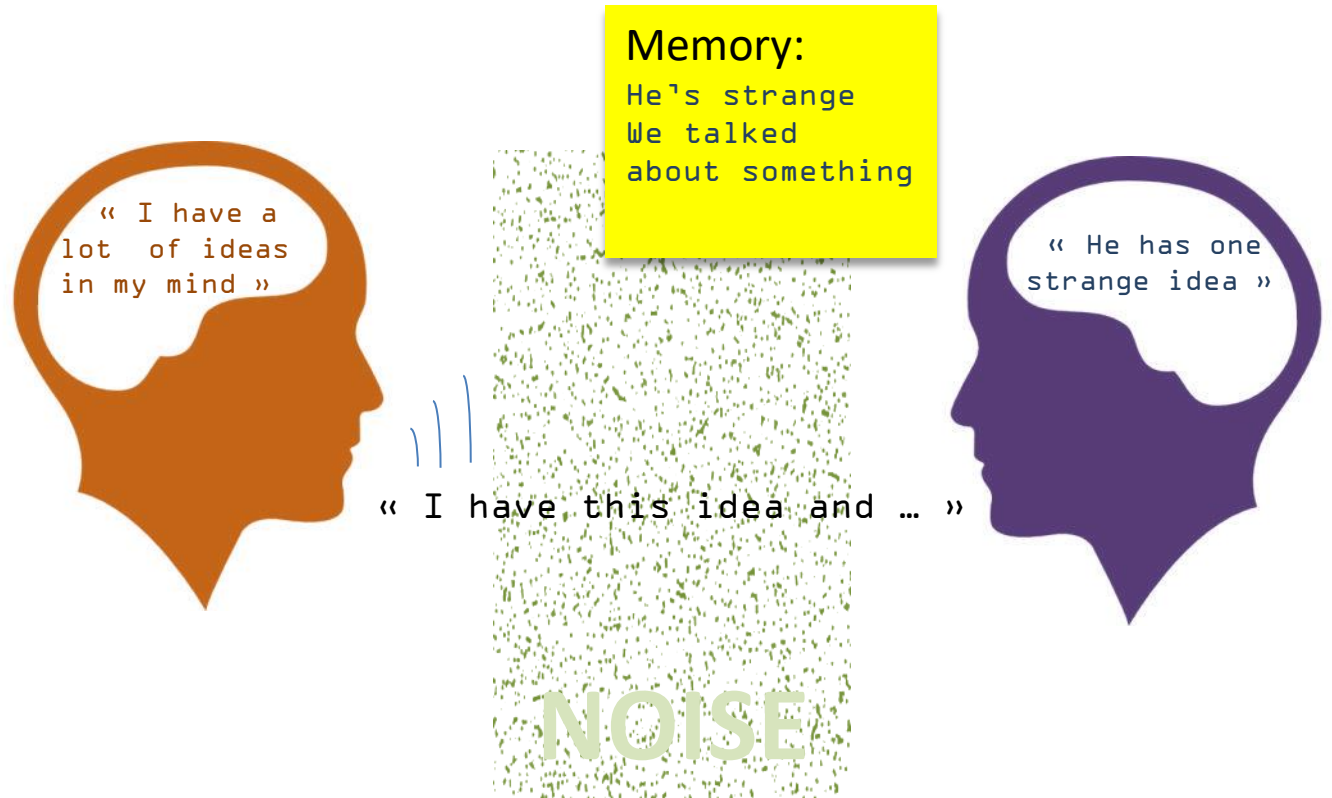
- Work by pair  
(So 15 pairs of Padawans)
- 3 minutes each: explain to the other why you are here, what you expect  
(say something about yourself, tell a story)



# Feedback

- 1st listener: Why is your mate here?
- The mate: How accurate is the listener's summary?  
Did (s)he forget or add something ?
- What was good and what was less good?
- How does it feel?

# TIP #1



THERE IS A LOT OF NOISE IN THE COMMUNICATION CHANNELS  
AND IN MEMORY. YOU NEED A LOT OF RETRANSMIT TO GET IT RIGHT



Take a break and bring  
the force back!

# Welcome back



Meditation  
good for you

**Why ?**

## 2 Why

DO YOU WANT TO COMMUNICATE ?

# PADAWANS

- What was your last important communication?
- Why was it important?
- Why this one?
- Why at that moment?

# MOTIVATION

- Fear
- Rewards
- Altruism
- Self-Coherence



**What ?**

# 1 What

Do you want ?

Practice again,  
you must!



# Exercise: *What you want*

- Use one of your personal goals
- Imagine the desired state **concretely** (visualize)
- Describe it in one sentence (Visual terms)
- Describe the benefit of this situation in one word
- What or/and Who do you need to achieve this?

# Exercise: *What you want*

- By pairs
- B must challenge A about the sentence and the vision until B has a clear understanding of what A wants
- Switch at the bell

# TIP #2

Defining Why you want to achieve a goal and  
What you want to achieve are the foundations  
of your communication

# TIP #3

**KISS**

Keep it Simple, Stupid & Sexy

What or/and Who do you need to  
achieve this goal?

**Now you have a Target!**





Your target you  
must know!



# Know your (communication) target

- **Why?** To tailor your message!  
(there is no « one size fits it all »)

- **What do you need to know?**

Motivation, goals, beliefs and values  
(and Weaknesses?)

- **How?** HUMINT (Human Intelligence) & OSINT (Open Source Intelligence)



# AGENDA

- What & Why
- Know your target: HUMINT
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# HumInt: How

- How do you get information from people?
- No, torture and blackmailing aren't the best way
- With ...



Love

# HUMINT

- You need to CARE about people
- You must put yourself into their shoes
- You need EMPATHY
- BUT first of all, you need to...



Take a break and bring  
more force back!

# Welcome back



The dark side I sense.  
Meditate you must





Any question so far?

How is it going for you?

**HUMINT**  
**FONDATION?**



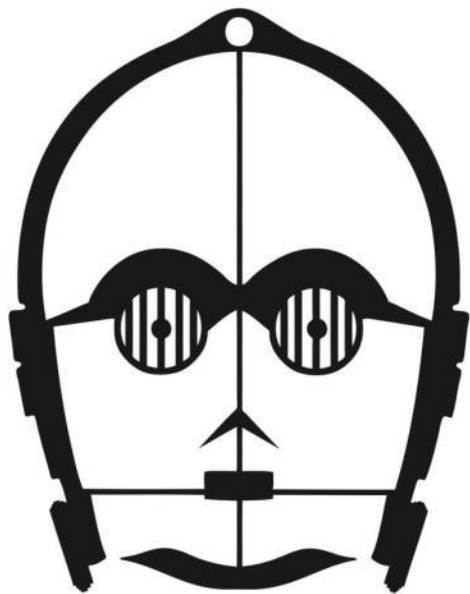
**LISTEN**

# Silence

...

silence you  
must practice!





WHAT ???!!!

# Setup

- Work by pairs  
(So 15 pairs of Padawans)
- For 4 minutes:
  - sit in front of each other
  - look each other in the eyes silently
  - Express nothing, use your Poker face

YES, you can  
Switch





# Feedback

What did you experience?

Feel the force!  
(Demo time)



# Setup

- Work by groups of 3
- For 3 minutes:
  - A & B sit in front of each other, C sits perpendicular to A & B, turning his/her back
  - A must ask B about a past difficult experience
  - C must listen and notice the silences or lack of it
  - Then you switch.

YES, you MUST  
Switch now

# Feedback

- What's the impact of silence?
- How does it feel?
- Did you say more than you expected?

TIP  
#4

# Silence

Is a tool to use wisely

# Another exercise

THE MAD MAN & THE WOMAN

# A (little) story

A married couple live in a house on one side of a river. The wife has a lover who lives on the other side. The only way to get across the river is to walk across the bridge or to pay the boatman.

The husband has to go on an overnight business trip to a faraway town. The wife pleads with him to take her with him. She knows if that he doesn't she will be unfaithful to him. The husband absolutely refuses to take her because she will only be in the way of his important business. So the husband goes alone.

That night, the wife goes over the bridge and stays with her lover. Dawn is almost up when the wife leaves because she must be back home before her husband returns. She starts walking across the bridge but sees a dangerous mad man waiting for her on the other side. She knows if she tries to cross, he will murder her. In terror, she runs up the side of the river and asks the boatman to take her across the river, but he wants too much money. She doesn't have enough, so he refuses to take her.

The wife runs back to the lover's house and explains her predicament and asks him to pay the boatman. The lover refuses, telling her it's her own fault for getting into this situation. As dawn comes up the wife decides to dash across the bridge. She comes face to face with the mad man and he kills her.

# Order this

The five characters in this story are listed below in alphabetical order:

- The Mad man
- The Boatman
- The Husband
- The Lover
- The Wife

Rearrange them in order of decreasing responsibility for the wife's death.



TIP  
#5

“Never judge a man  
until you’ve walked  
a mile in his  
shoes.”



## TIP #6

If you disagree with someone's point of view, just say:

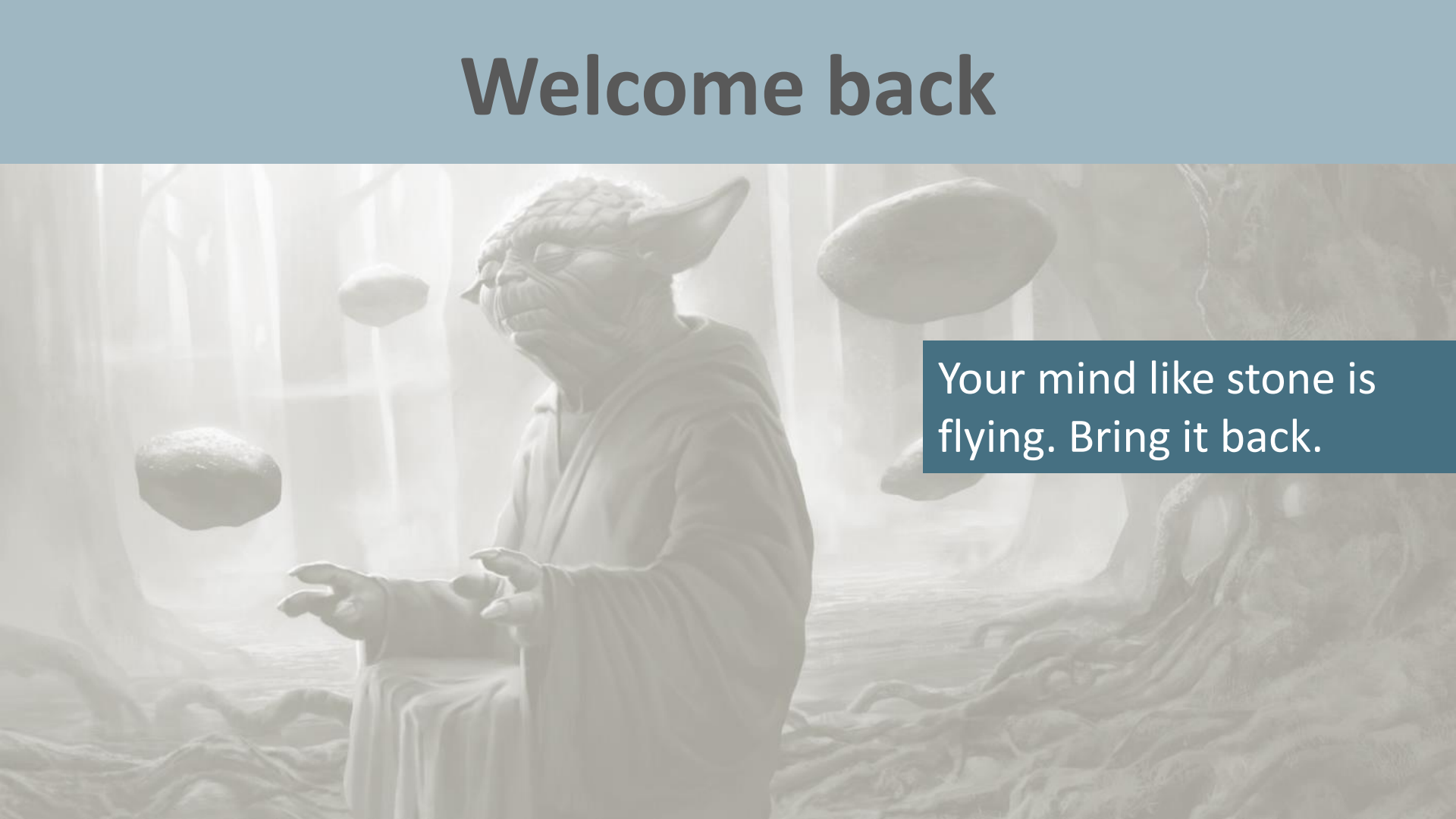
*"it's an interesting point-of-view that I've never heard before. How did you get to this conclusion?"*



A break now you really  
need!

(Leave the force and take candy)

# Welcome back

A faded, sepia-toned image of Yoda from Star Wars, sitting in a forest and levitating several large, smooth rocks with his hands. The scene is misty and ethereal, with large tree trunks and roots visible in the background. The text 'Your mind like stone is flying. Bring it back.' is overlaid on the right side of the image in a dark blue box.

Your mind like stone is  
flying. Bring it back.

# AGENDA

- What & Why
- Know your target: HUMINT
- What's in it for them?
- The tricks
  - (for the face-to-face combat and for Weapons of mass distribution)

# What's in it for them?

Why would people give you what  
you want?

# What's in it for them?

Why would people give you what  
you want?

# Quick practice

Go back with your second mate!

3 minutes to think about why he would  
help achieve your goal

2 minutes to explain to each other



# AGENDA

- What & Why
- Know your target: HUMINT
- What's in it for them?
- **The tricks**  
(for the face-to-face combat and for Weapons of mass distribution)

A great Jedi you've  
become!



# Quick practice

Go back with your second mate!

3 minutes to think about why he would  
help achieve your goal

2 minutes to explain to each other

# Learn from the master

<https://youtu.be/MnrJzXM7a6o>



# Implicits

*« Every once in a while, a revolutionary products comes... »*

*« And we have been lucky to... »*

It says that Apple make revolutionary products

# Implicits

Find other implicit statements...

"In what color would you like to have this car?"

"when do you plan to order?"

"Do you want it now or tomorrow?"

# TIP #7

- Use Implicit statements

# Contrast

"We have smartphone who are not so smart..." and we have iPhone

"Who want's a stylus?"... you can use your fingers

"3 devices" but it's only one



# Contrast

Compare your product with  
something current that is less  
good at doing the job

(do it multiple times in a row)

# Contrast

The other workshops slides are very long but we do a lot of break

After one hour you're hungry, here we have candy

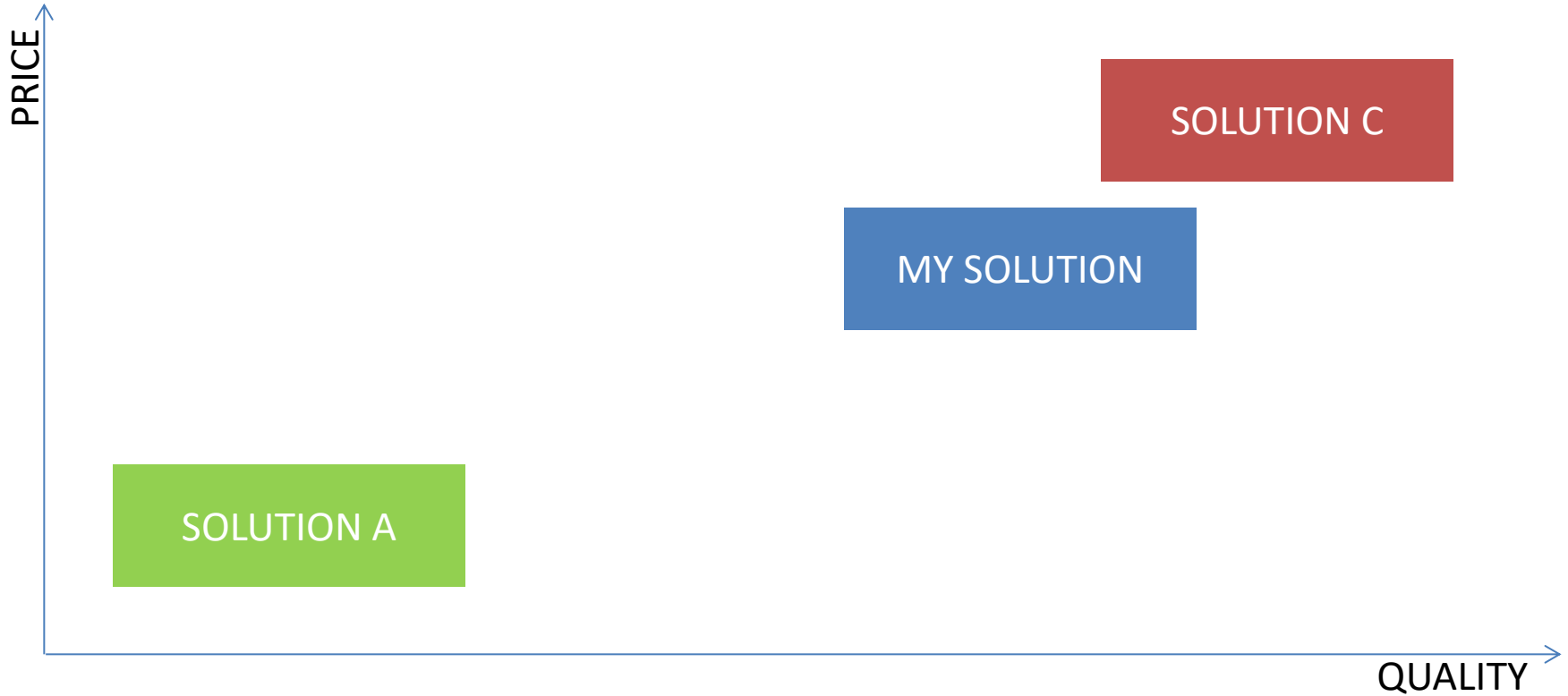
In the other workshops you have to listen, here you can talk with other nice people

(It is just for the sake of example)

# TIP #7

- Use Implicit statements
- *Contrast your solution with the current problems it will fix*

# Price Contrast



# Price Contrast

« We have something less good  
but it is more expensive »

# TIP #7

- Use Implicit statements
- *Contrast your solution with the current problems it will fix*
- *Have a more expensive and a cheaper solution but less relevant to your needs*

Ready to face the dark  
side you are!



How to make a friend  
out of an ennemy?





Ask for a favor!

How to make a friend  
out of an ennemy?

Stop escalating...  
Take a lower position  
But save the face

*« I agree with you  
Not totally but it  
Is less important than... »*

And then later offer  
him or her something  
meaningful

(out of the blue and  
not too expensive)

# TIP #8

- Ask your “enemy” for a favor (outside of your deal)
- *Take a lower position (put your ego on the side)*
- *Then offer something not expensive but significant (a service, an information,...)*

# Tricks

Make him/her believe it is their  
idea

“As you suggested last time...”

“I think the idea you had the last time was better  
than mine and...”

# TIP #9

Let your boss (or any reluctant stakeholder) believe your idea is his/her/their idea.



# Triangulation

Involve a third party (not present with higher position)

"Marc (the big boss) said last time he wanted such kind of solution ASAP, what will you tell him?"

"If we don't have this product, I'm afraid we won't be compliant with the GDPR"

"Auditors will be mad if we don't have a solution for this problem"

# Create stress

Use time pressure (from a third party), if real and relevant

“If you don't sign that by tomorrow, we will lose  
The 30% discount”

# Create stress

Show what they will or might  
lose (we give more value to what we already  
have)

"If you don't sign that by tomorrow, we will lose  
The 30% discount"

# Relieve stress

Highlight an existing threat  
(for them) and propose an easy  
solution

“The system will likely fail and you might not meet  
your KPI. If we order this small module today, I can  
do it very quick”

# TIP #10

Play good cop/ bad cop, cold and warm  
(like “contrast” but with stress: current  
situation is stressful, what I expect from you,  
will be a relieve)



A master Jedi's you've  
become!

Short summary of my experience today

What have you learned today?



What was less interesting for you?

What part did you like the most?

What is the thing you will likely  
remember in a month?

**THANK YOU**