

It all starts with you...

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EXECUTIVE RECRUITMENT • HR CONSULTING • PSYCHOLOGICAL APPRAISAL

Objectives

- What makes us memorable?
- Quick trust
- Positive psychology - PERMA
- Helen Riess and “EMPATHY”
- Over to you...

Your impact on people...

- “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”
 - Maya Angelou
- So, how do we create the right feelings?

Memorable? Impressive? Trustworthy?



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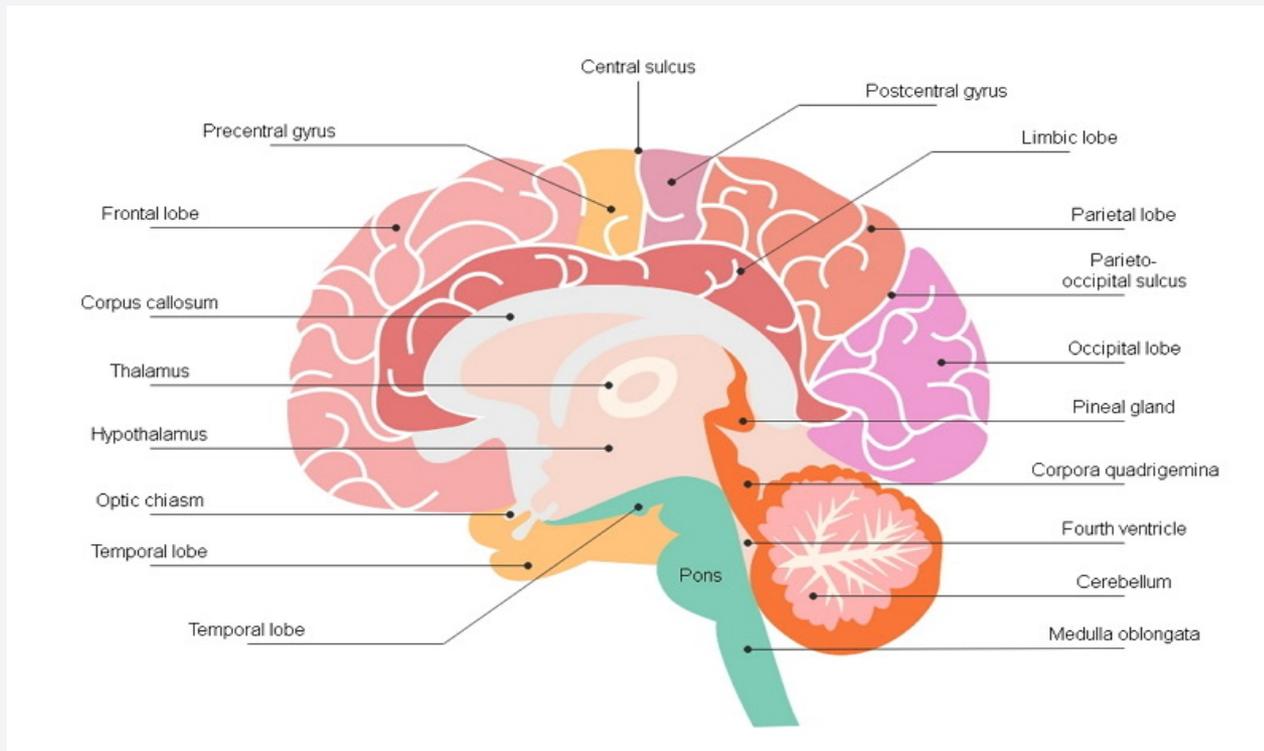


Priming – Solomon Asch...

- I'm going to describe a person to you.
 - *Intelligent, industrious, impulsive, critical, stubborn, envious*
- How about this person?
 - *Envious, stubborn, critical, impulsive, industrious, intelligent*
- *First impressions matter*
- 60/20/20.

Focus...

- “The secret of life is what you focus on”



Positive psychology – Seligman...

- Positive emotions – optimism
- Engagement – “flow”. Challenge people at the right levels and get them to use their character strengths
- Relationships. Ensuring that people feel supported and valued. Get to know them at a human level and be prepared to share
- Meaning. What is all this for? What is important to the client and how can we help them achieve it? The power of empowerment
- Accomplishments. This is not just about congratulating them. Encourage them to set goals and to self evaluate and self congratulate.

Empathy and Helen Riess...

- **Empathy is a special “emotion”. You can create it**
- Eye contact
- Muscles of the face
- Posture
- Affect
- Tone of voice
- Hearing the whole person
- Your response.

Where to from here?

- Remember primacy and recency
- What will you focus on?
- PERMA
- Helen Riess and Empathy
- You can markedly increase your connection with your clients – science shows you how.