

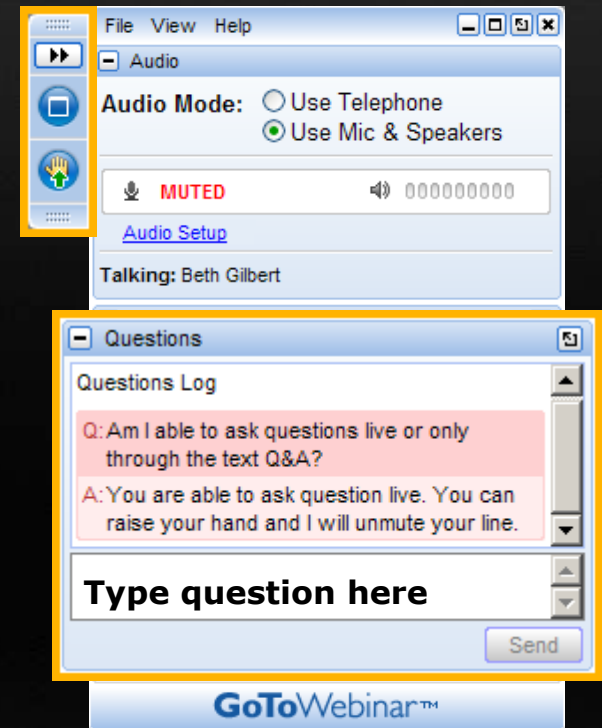
How to Change Hearts, Minds & Actions:

Guy Kawasaki Speaks on
Enchantment



GoToMeeting

Q & A



Follow the conversation on twitter: **#Enchantment**

Today's Speakers



Craig Rosenberg

Leader, Focus Expert Network
B2B Blogger, Funnelholic.com

Twitter: @funnelholic
www.focus.com/



Guy Kawasaki

Author of *Enchantment*
Co-founder of Alltop.com

Twitter: @guykawasaki
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Enchantment

The Art of Changing Hearts,
Minds, and Actions



Guy Kawasaki
guy@alltop.com

1

Achieve Likability



“Pan Am” smile

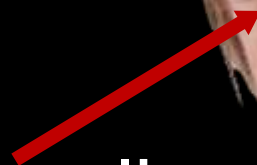
Zygomatic
major muscle





Make a Duchenne smile

Orbicularis oculi
muscle







Dress for a tie



Under-dressing:

“I don’t
respect you”



Over-dressing:

“I am better
than you”



Equal-dressing:

“We’re peers”





Shake it

$$PH = \sqrt{(e^2 + ve^2)(d^2) + (cg + dr)^2 + \pi\{(4<s>^2)(4<p>^2)\}^2 + (vi + t + te)^2 + \{(4<c>^2)(4<du>^2)\}^2}$$

- Eye contact throughout
- Appropriate verbal greeting
- Duchenne smile
- Grip and firm squeeze
- Cool, dry, and moderately smooth hand
- Mid-point position between the two of you
- Medium level of vigor
- Two or three seconds



2 Achieve Trustworthiness





Trust others

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Zappos!
•com
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NORDSTROM

Bake, don't eat





Default
to
“yes”



3

Perfect





Do something DICEE

Deep

Intelligent



Do something DICEE





Do something DICEE

Deep

Intelligent

Complete

Empowering

Elegant



Make it short, sweet, and swallowable



**IF YOU SEE SOMETHING,
SAY SOMETHING.**

BE SUSPICIOUS OF ANYTHING.

Tell a cop, an MTA employee or call 1-888-NYC-SAFE.







Conduct a premortem



4

Launch





Tell a story





Plant many seeds





Use salient points

Miles/gallon

vs.

Yearly costs

Dollars

vs.

Months of food

Gigabytes

vs.

Number of
songs

5

Overcome





Provide social proof





Agree on something





Enchant all the influencers



6

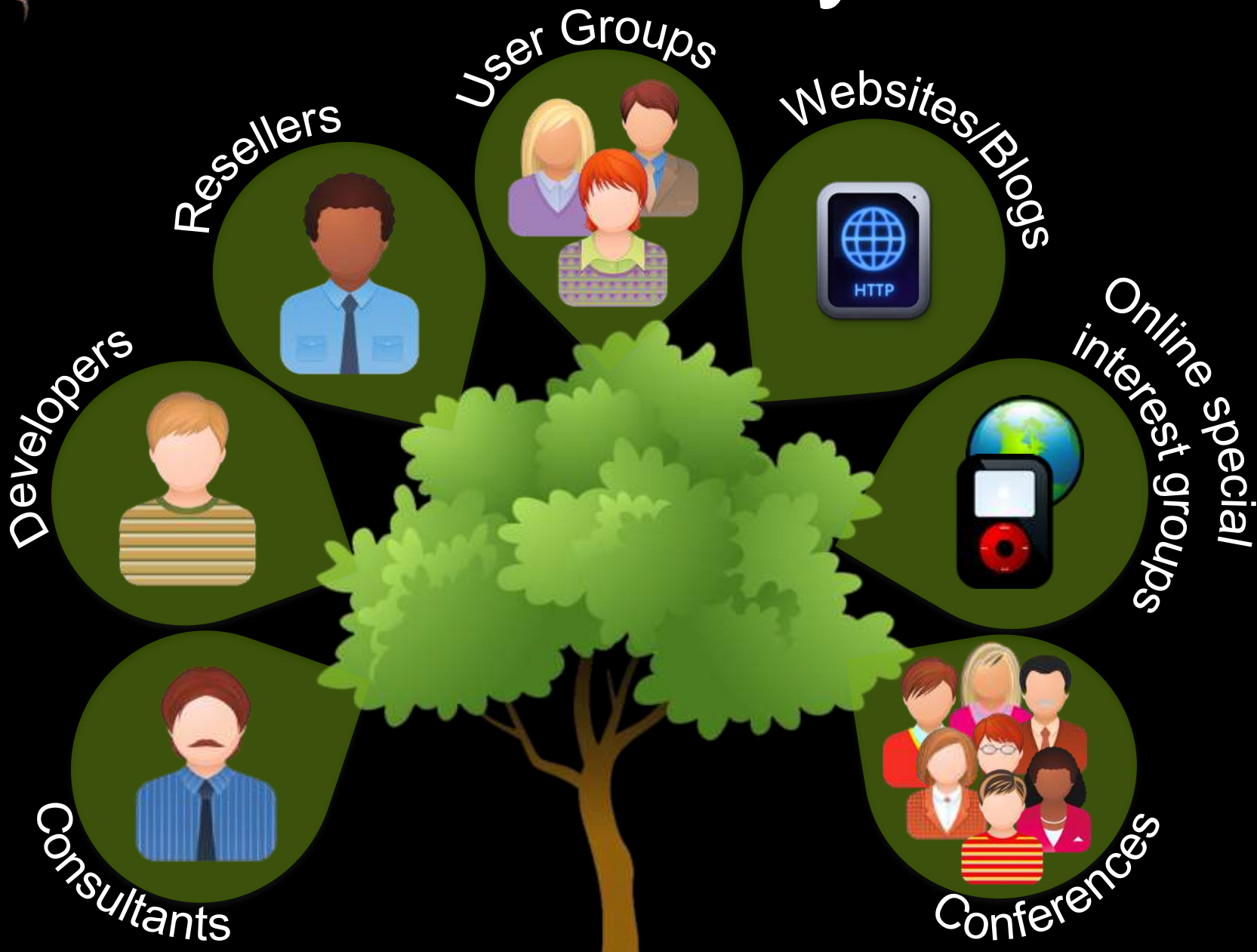
Endure



"Loving Memory of Jerry Garcia" by Stephen Dorian Miner



Build an ecosystem





Invoke reciprocation



REVISED EDITION

The Psychology
INFLUENCE
of Persuasion

"For marketers, this book is among the most important books written in the last ten years."
—Journal of Marketing Research

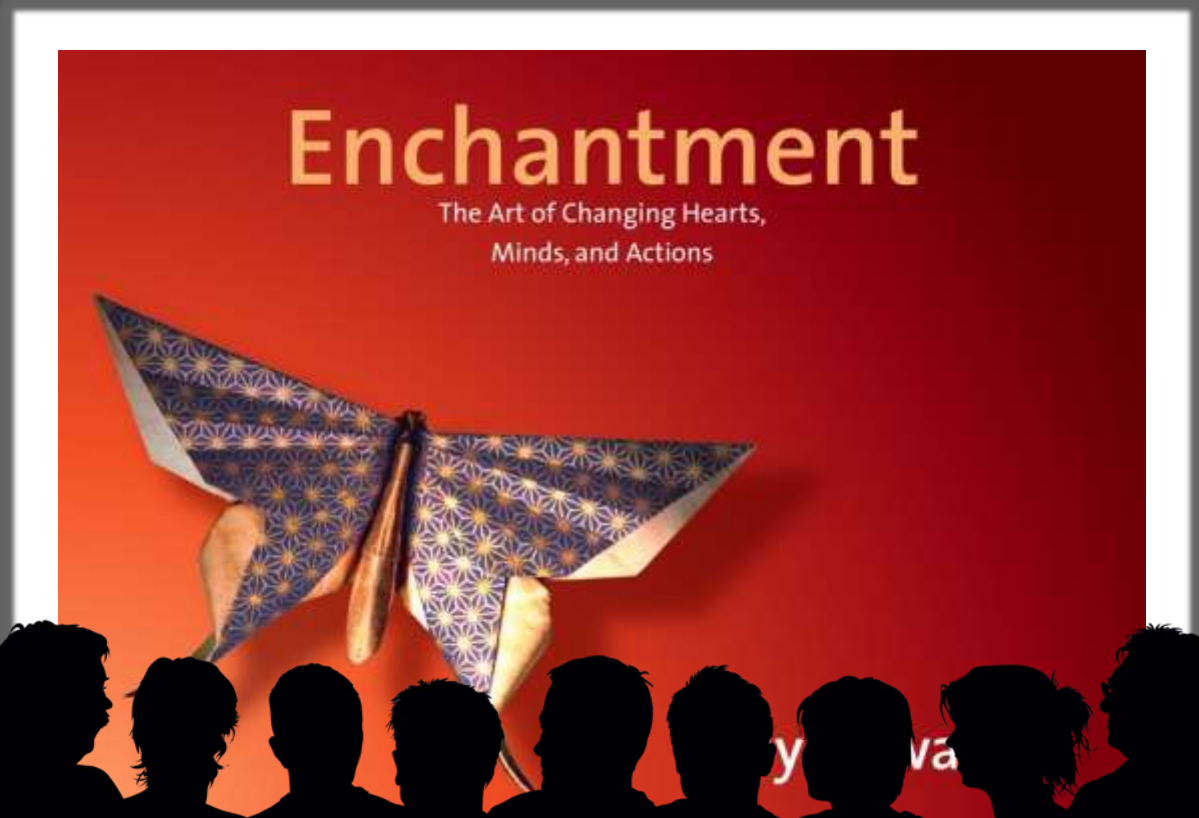
ROBERT B. CIALDINI, PH.D.

Don't rely on money



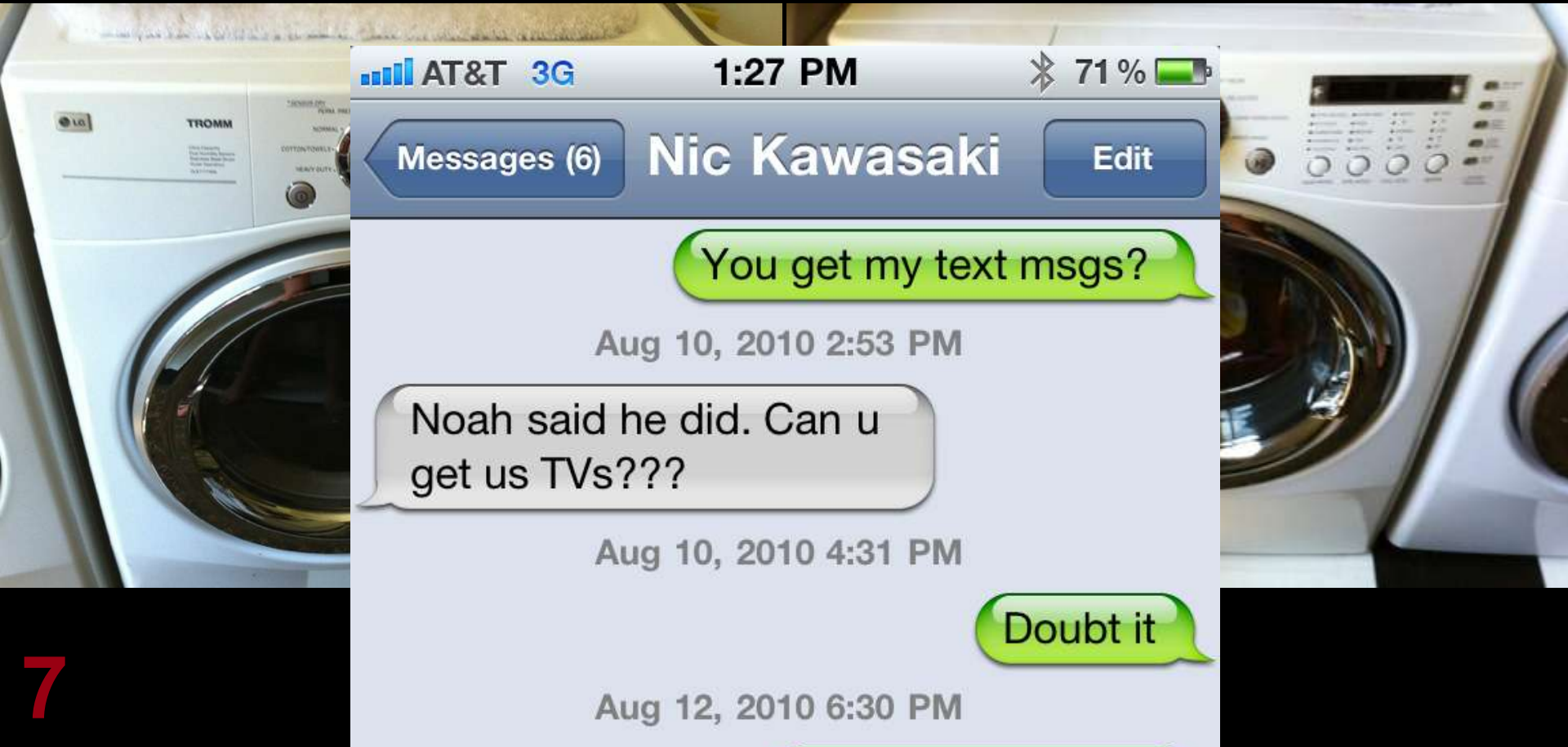
7

Present





Customize the introduction



AT&T 3G 1:27 PM 71%

Messages (6) Nic Kawasaki Edit

You get my text msgs?

Aug 10, 2010 2:53 PM

Noah said he did. Can u get us TVs???

Aug 10, 2010 4:31 PM

Doubt it

Aug 12, 2010 6:30 PM







قناة الجزيرة - المدخل الرئيسي
AL JAZEERA CHANNEL - MAIN ENTRANCE

قناة الجزيرة الوثائقية
AL JAZEERA DOCUMENTARY CHANNEL

قناة الجزيرة باللغة الإنجليزية
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قناة الجزيرة مباشر
AL JAZEERA MUBASHER CHANNEL



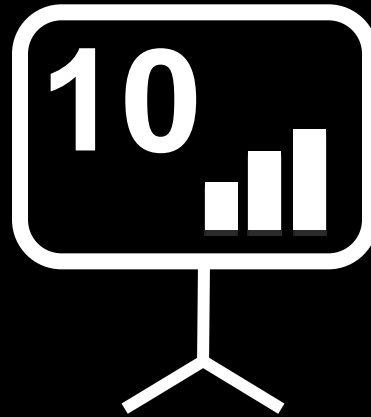


Sell your dream



7 iPhone ≠ \$188 of parts + AT&T

10 slides



20 minutes



30-point font

This is **30**

This is **20**

This is **10**

8

Use Technology





Remove the speed bumps

Are you human? ×


Before we create your account, we need to make sure you're not a computer.

halber 2020)

Type the words above

Can't read this?
[Get two new words](#)
[Hear a set of words](#)
Powered by reCAPTCHA.
[Help](#)

Finish



Remove the speed bumps





Provide value



Information



Insights

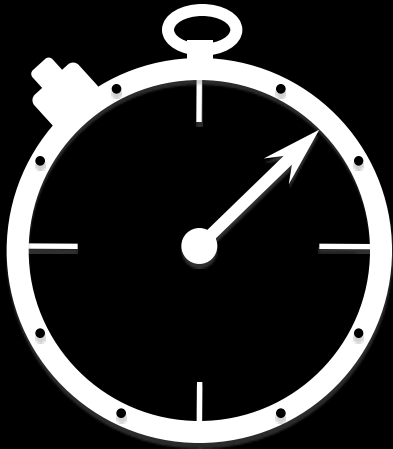
Assistance





Engage

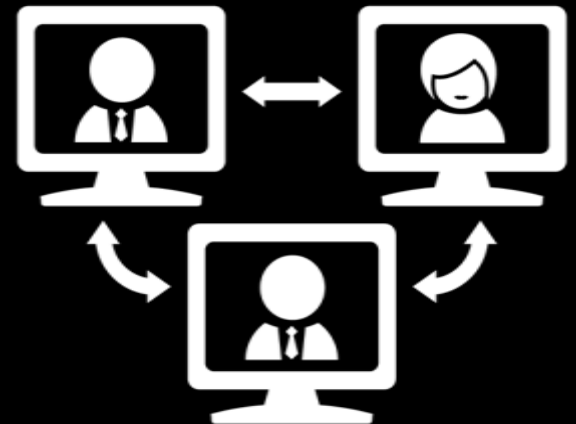
Fast



Many

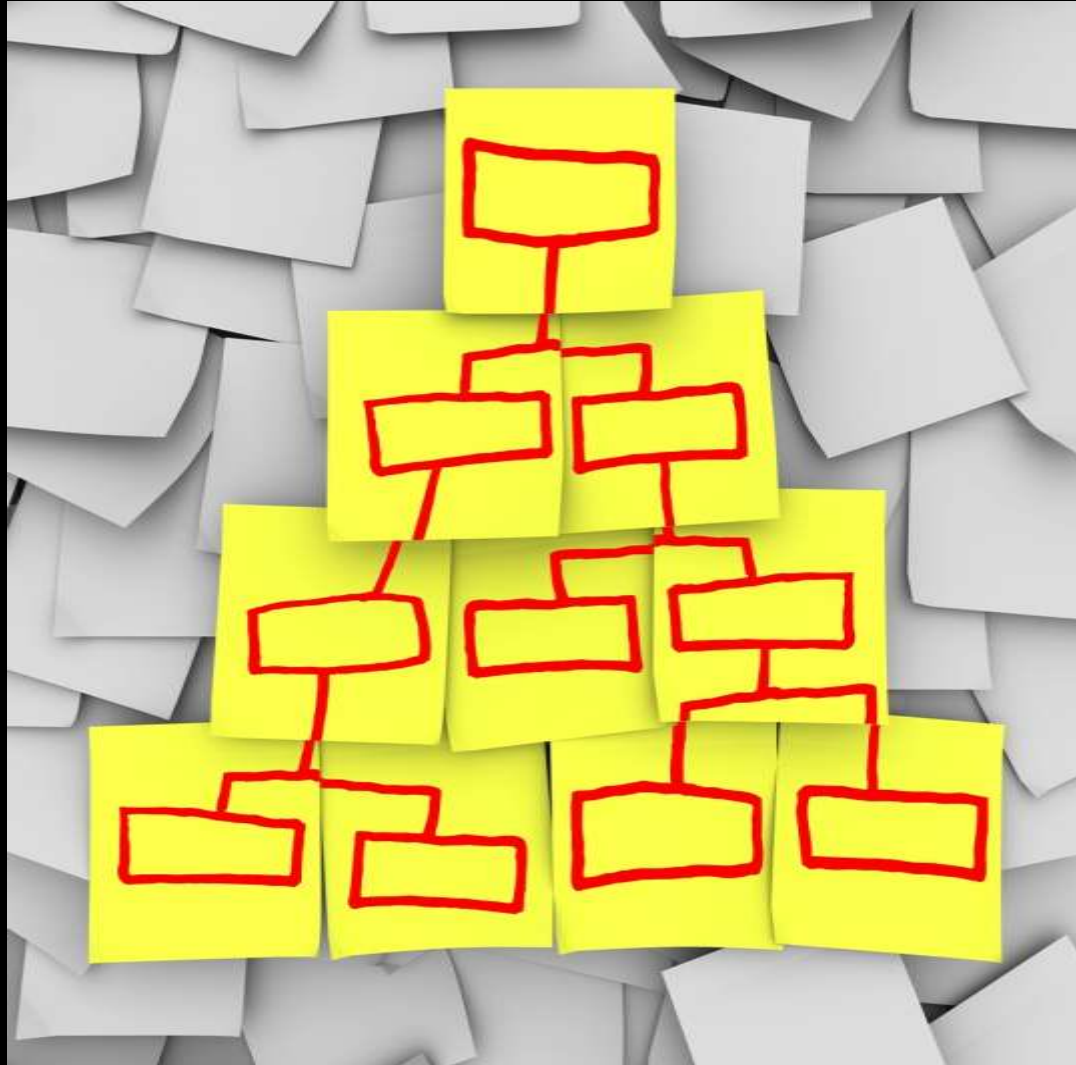


Often



9

Enchant Up





Drop everything else





Prototype fast

Enchantment

The Art of Changing Hearts, Minds, and Actions

1

1. Achieve Likability

Zygomatic major muscle—"Pan Am" smile



2

Orbicularis oculi muscle—Duchenne smile



4

• Dress for a tie

5

Under-dress



6

Over-dressing: "I'm better than you"



Equal-dress



• Shake it

- $$PII = \sqrt{(x2 + y2)(d2) + (cg + dr)2 + n[4cx-2](4cp2)2} + (vi + t + w)2 + ((4cx-2)(4clx-2))2$$
- Make eye contact throughout
- Offer an appropriate verbal greeting
- Flash the Duchenne smile
- Grip the person's hand and give it a firm squeeze
- Take up a mid-point position between the two of you
- Make sure your hand is cool, dry, and moderately smooth hand
- Use a medium level of vigor
- Hold the handshake no longer than two to three seconds

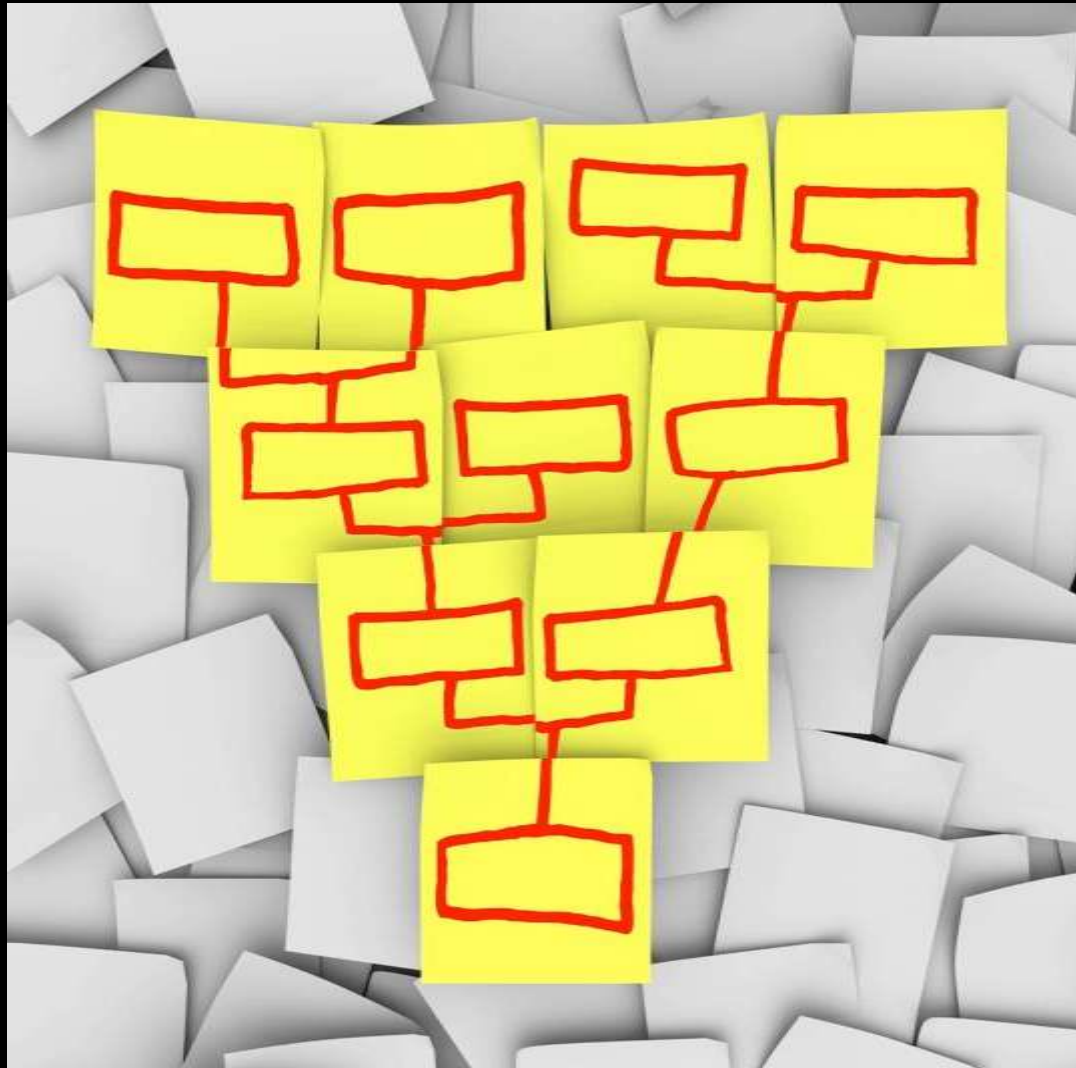


Deliver bad news early



10

Enchant Down



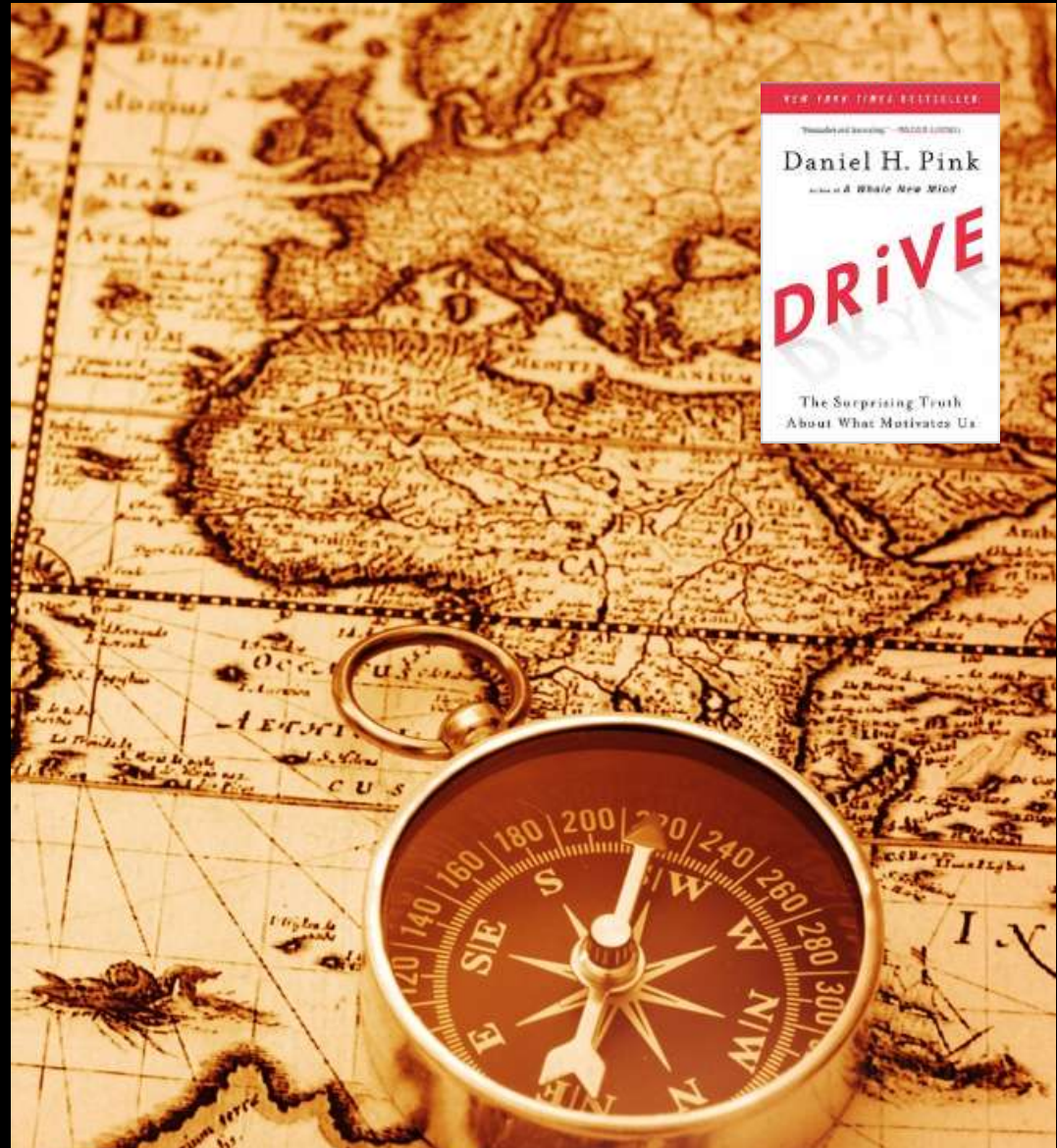


Provide a MAP

Mastery

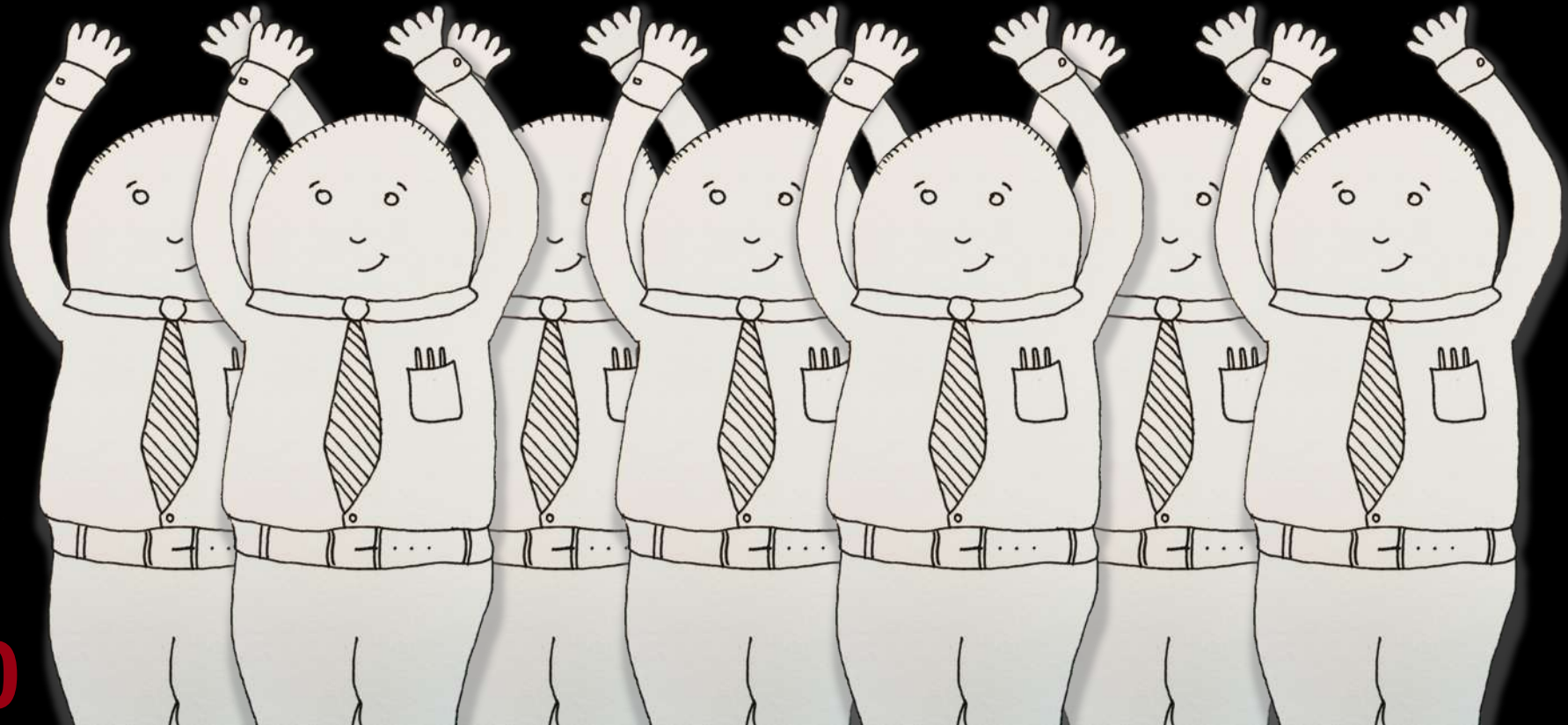
Autonomy

Purpose





Empower action





Suck it up



Mike Rowe, Dirty Jobs

Business/psychology

Enchantment

The Art of Changing Hearts, Minds, and Actions

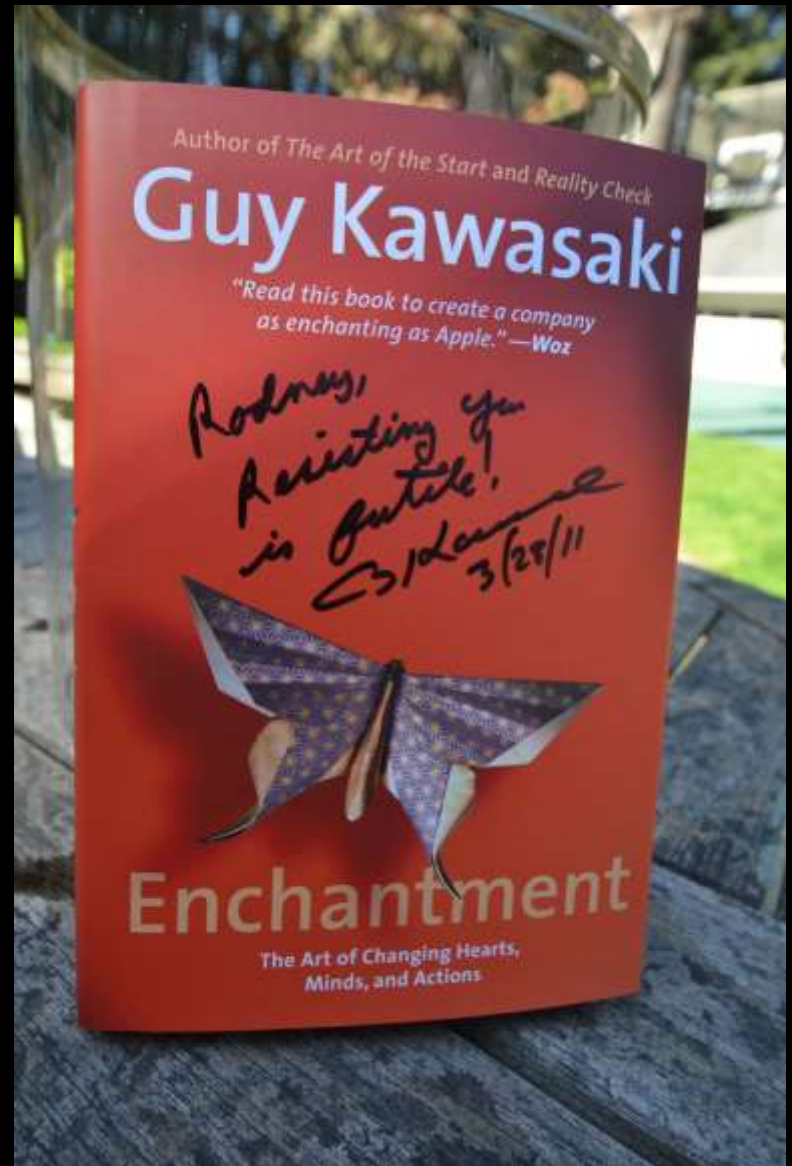


Guy Kawasaki
Author of *The Art of the Start* and *Reality Check*





“Resisting you is futile!”



FOREWORD BY GUY KAWASAKI

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Text “guy” to 44133



Author of *The Art of the Start* and *Reality Check*

Guy Kawasaki

*“Read this book to create a company
as enchanting as Apple.”—Woz*



Enchantment

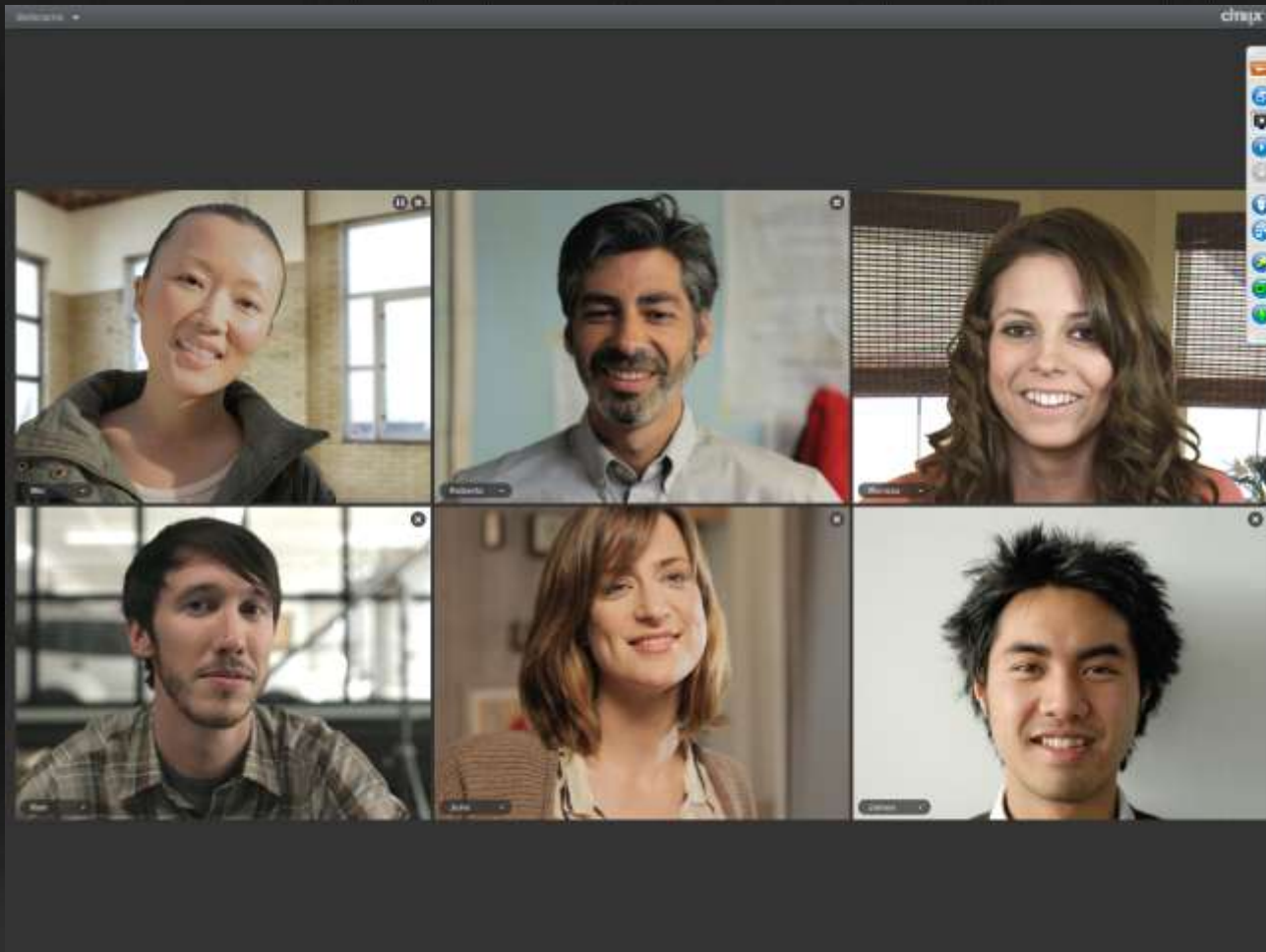
The Art of Changing Hearts,
Minds, and Actions

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