

# How to Change Hearts, Minds & Actions:

Guy Kawasaki Speaks on  
*Enchantment*



**GoTo**Meeting

# Today's Speakers



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# Enchantment

The Art of Changing Hearts,  
Minds, and Actions



Guy Kawasaki  
[guy@alltop.com](mailto: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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NORDSTROM



# Bake, don't eat





Default  
to  
“yes”





3

Perfect





# Do something DICEE

Deep

Intelligent



Do something DICEE





# 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

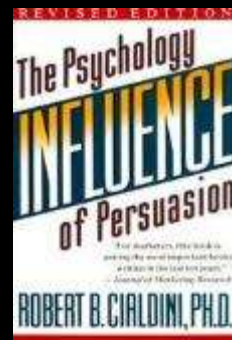


# Build an ecosystem





# Invoke reciprocation

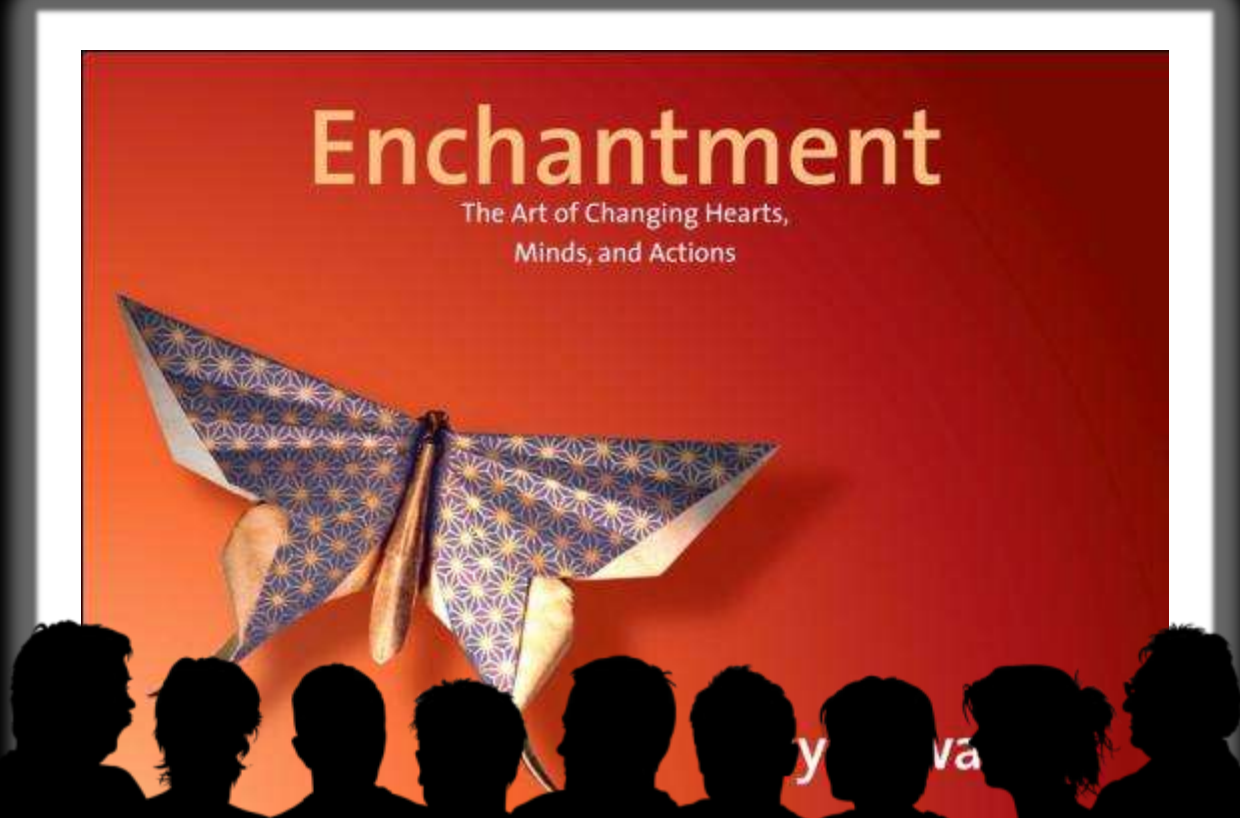


# Don't rely on money



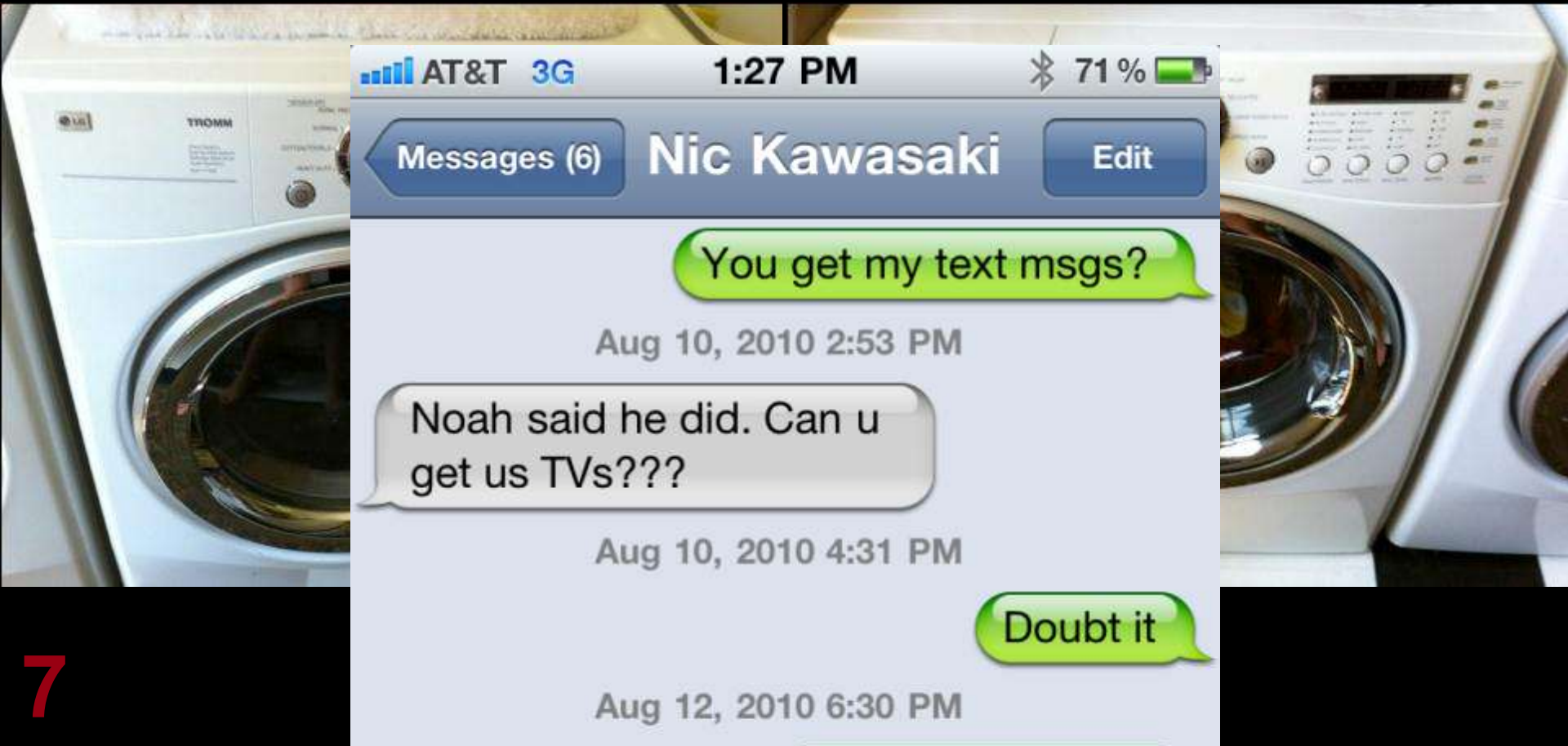
# 7

# Present





# Customize the introduction











قناة الجزيرة - المدخل الرئيسي  
AL JAZEERA CHANNEL - MAIN ENTRANCE

قناة الجزيرة الوثائقية  
AL JAZEERA DOCUMENTARY CHANNEL

قناة الجزيرة باللغة الإنجليزية  
AL JAZEERA ENGLISH LANGUAGE CHANNEL

قناة الجزيرة مباشر  
AL JAZEERA MUBASHER CHANNEL



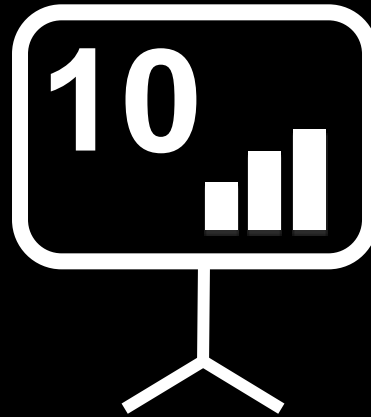


# Sell your dream



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.

harber    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

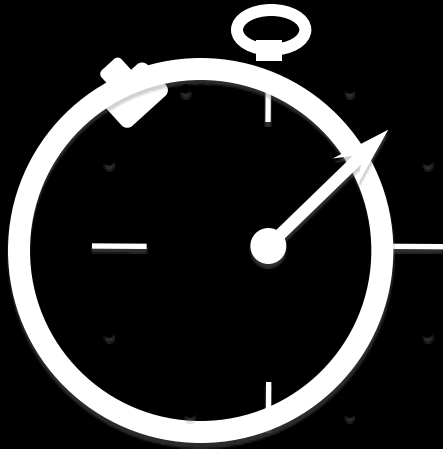






# Engage

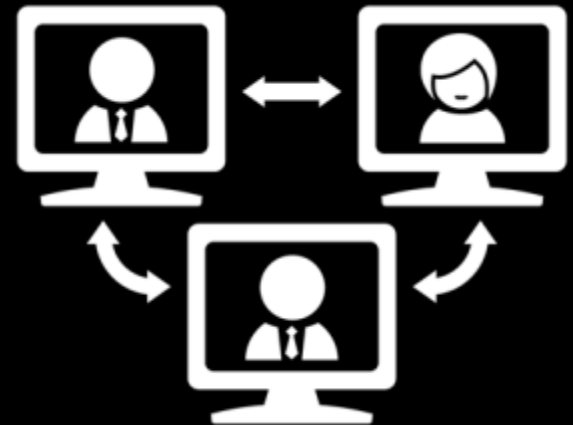
Fast



Flat

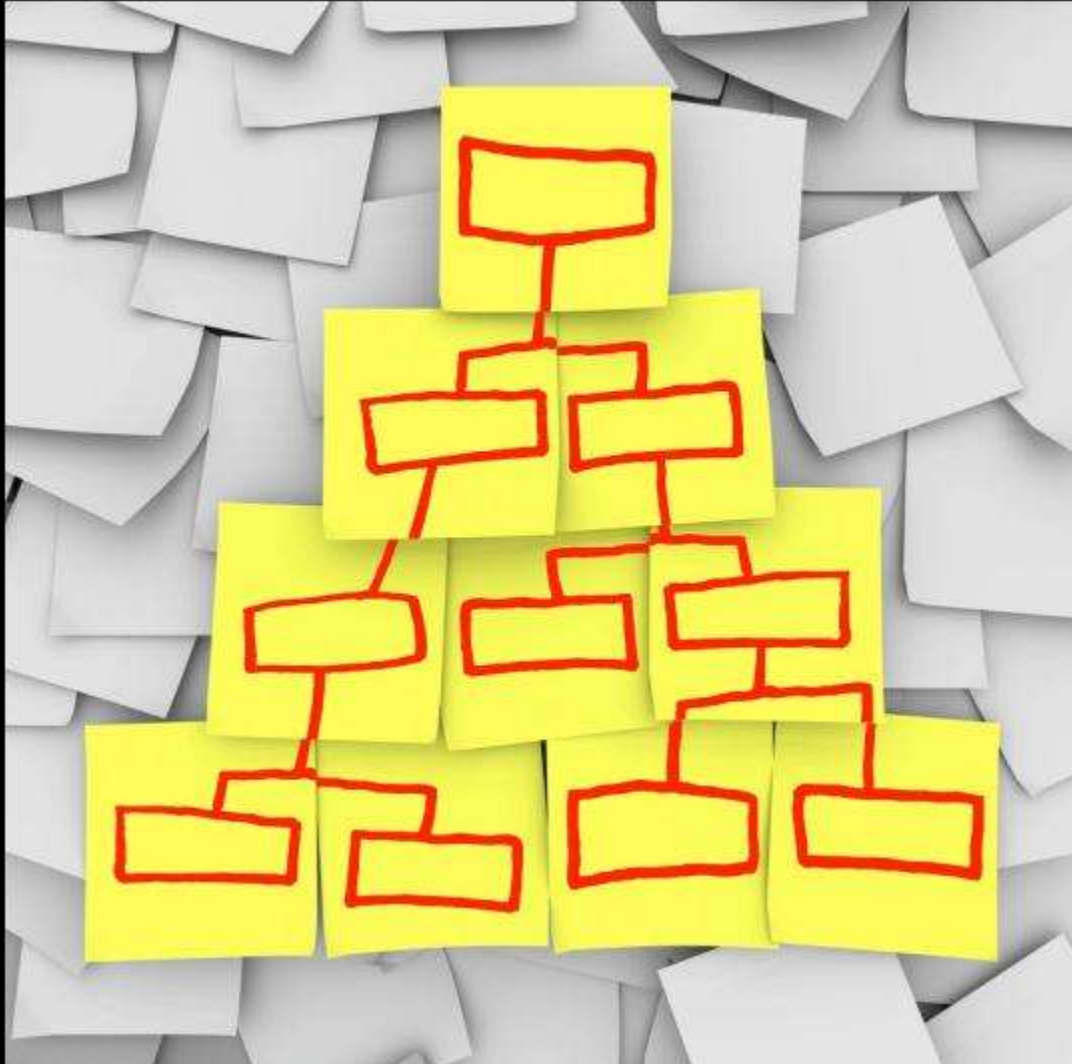


Frequent



# 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



3

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

- $Pin = \frac{v}{\sqrt{(u^2 + v^2)(d^2 + (cg + dr)^2 + n[4rs + 2](4ps + 2))} + (vi + t + te)(2 + \sqrt{4cc + 2})\sqrt{4cd + 2}}$
- Make eye contact throughout
- Utter 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 you hand is cool, dry, and moderately smooth hand
- Use a medium level of vigor
- Hold the handshake no longer than two to three seconds

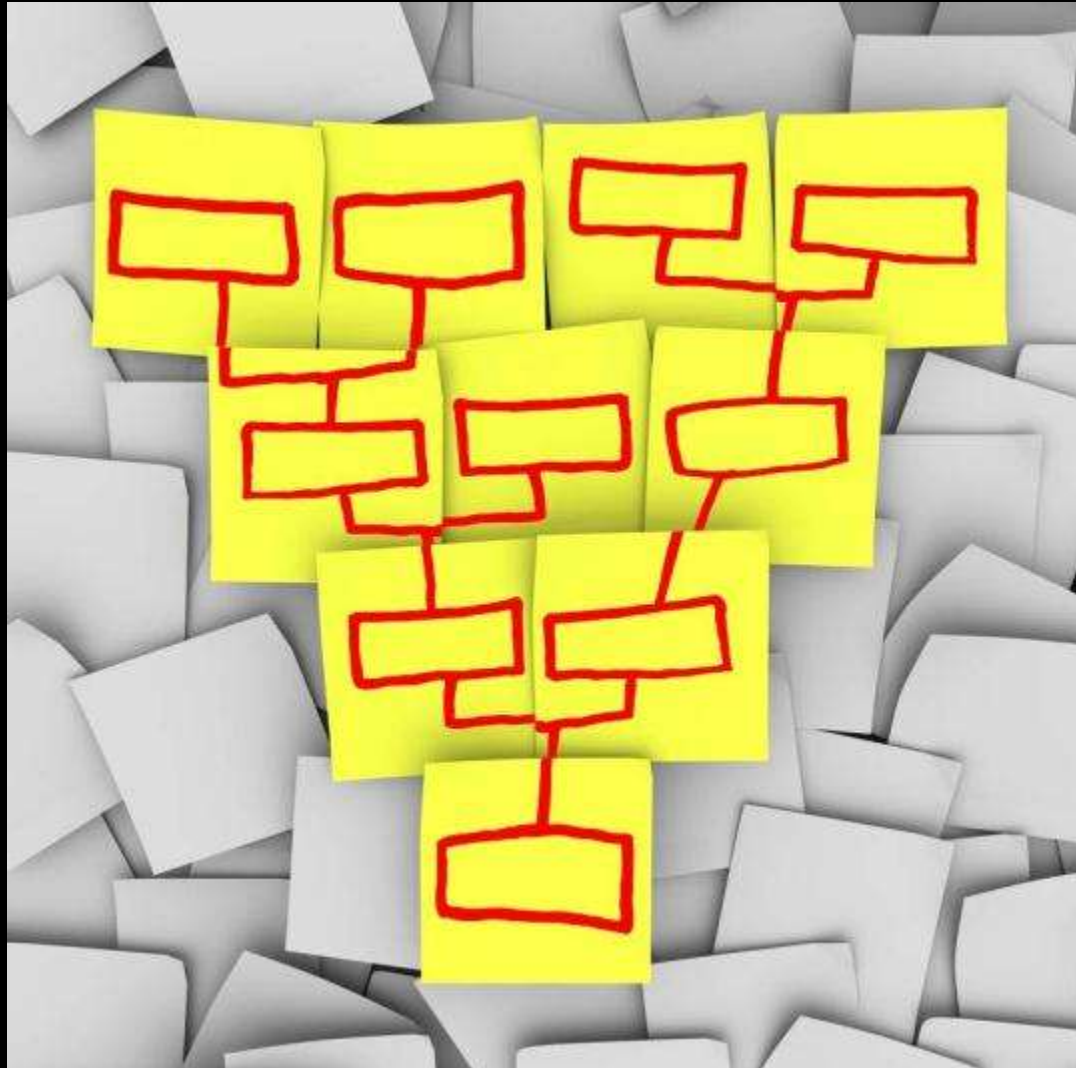


# Deliver bad news early



# 10

## Enchant Down

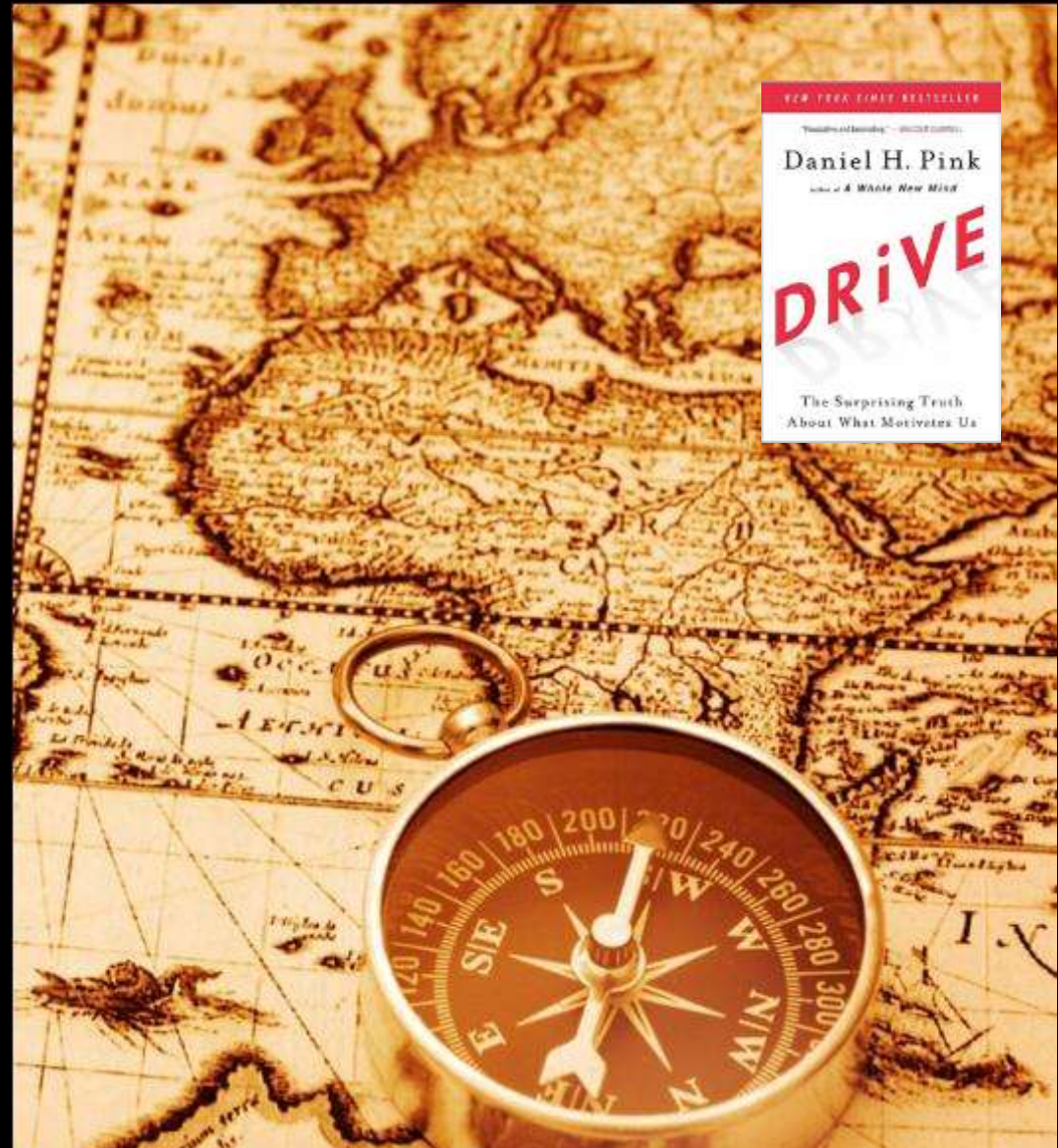


# Provide a MAP

Mastery

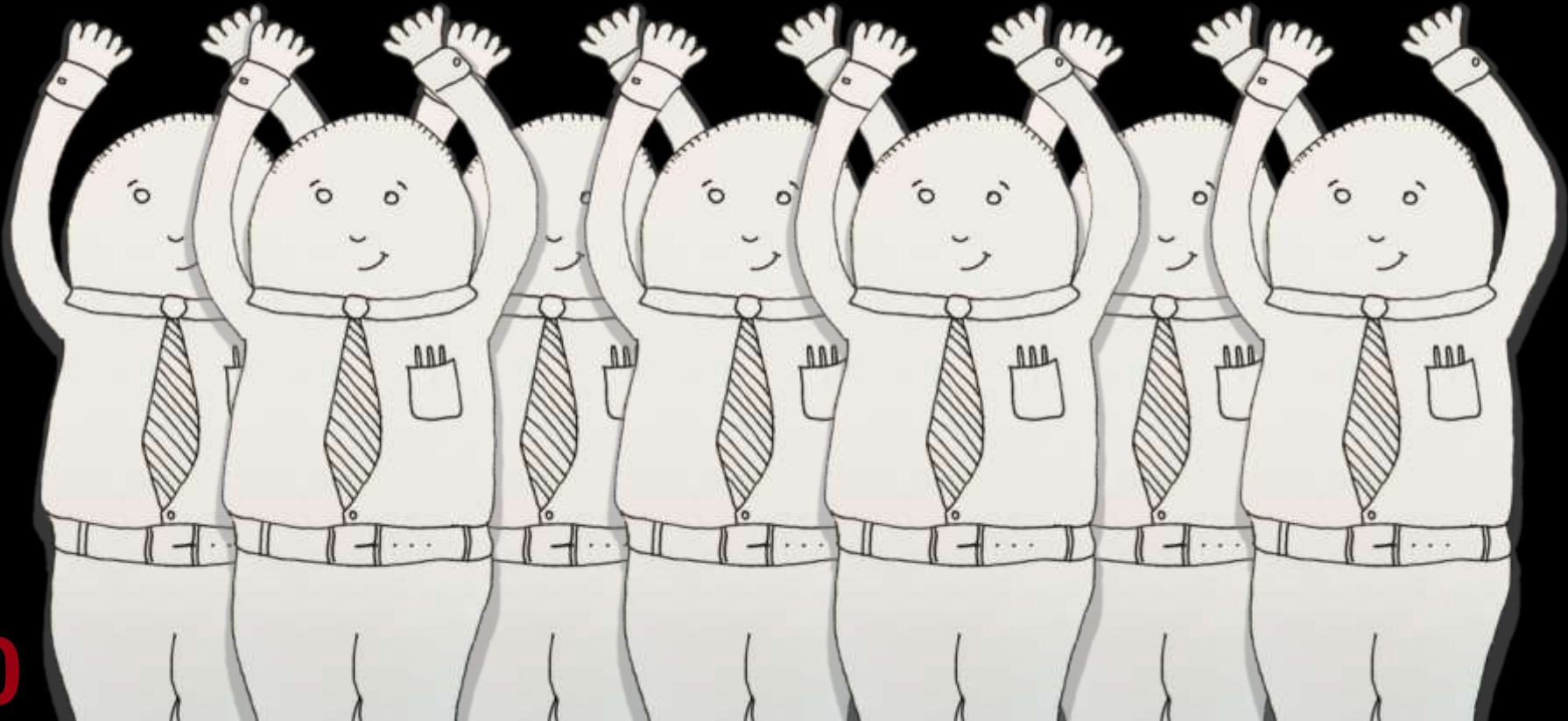
Autonomy

Purpose





# Empower action







# Suck it up



Mike Rowe, Dirty Jobs

Business/psychology

# Enchantment

The Art of Changing Hearts, Minds, and Actions



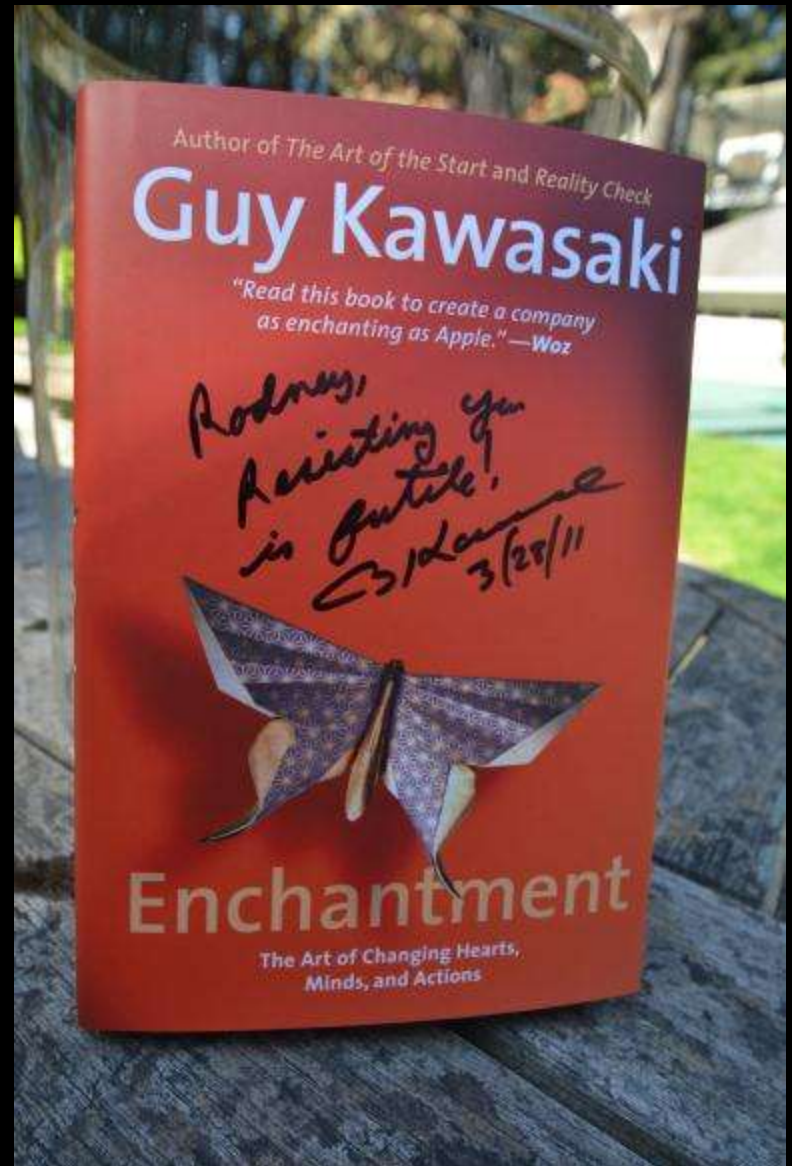
# Guy Kawasaki

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





“Resisting you is futile!”



FOREWORD BY GUY KAWASAKI

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