

MANIPULATION TECHNIQUES - PSYCHOLOGY OF PERSUASION

Guiding people & seeing
through power, NLP
communication rhetoric
body language, influence
human behaviour,
achieve your goals

Simone Janson (ed.)



Manipulation Techniques - Psychology of Persuasion

Guiding people & seeing through power, NLP communication rhetoric body
language, influence human behaviour, achieve your goals

Simone Janson (ed.)

Published by Best of HR - Berufebilder.de®

Table of Contents

Imprint

Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback
Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Information as desired with Membership Discounts, eCourses, Workbooks,
and custom, individual eBooks

Successfully use the AI Extension to the Book for your Goals and to make Money

Experience Success and Inspiration: Discover your Way and support Sustainability

Learn about power from Star Wars: 5 tips on how to use power properly // By Olaf Hinz

Manipulation Anxiety & Conformism: This is how influencing works // By Simone Janson

Quite convincing: What personality type are you? // By Natalie Schnack

Sympathy as a means of manipulation: how others exploit the longing for closeness // By Reiner Neumann

Chief Arrogance and Power Games: 10 tips for difficult supervisors // By Simone Janson

Act like a spin doctor: change management and agenda setting // By Mathias Ulmann

People decode in profiling through facial expressions and micro expressions: warning signs on the face and Pinocchio effect // By Dr. Jens Hoffmann

Team spirit and culture of debate: 5 tips against conflicts, mobbing and manipulation // By Simone Janson

Emotions control: 7 positions from Richard Branson to Matthias Horx // By Simone Janson

3 Tips for strategic communication: How convincing you are! // By Dr. Cornelia Topf

Strong communication with energy behind the words: 30 seconds elevator pitch // By Gottfried Hoffmann

Manipulation by bosses recognize: 7 communication tricks of time-wasters // By Simone Janson

Knowledge of Managers for Managers Managers and Sellers: Others convince and inspire // By Frank Scheelen

To guide people reading: non-verbal gestures & facial expressions // By Joe Navarro

Say no, escape manipulation and permanent availability: absence as a status symbol? // By Simone Janson

Conclusion: How to expand your Knowledge and Experience with interactive AI and discounted Add-on offers for free.

Authors Overview

[Natalie Schnack](#)
[Reiner Neumann](#)
[Mathias Ulmann](#)
[Dr. Jens Hoffmann](#)
[Dr. Cornelia Topf](#)
[Gottfried Hoffmann](#)
[Frank Scheelen](#)
[Joe Navarro](#)
[Olaf Hinz](#)
[Simone Janson](#)

[Profound Expert Knowledge, Quality Assurance and AI: The Concept of Publisher
of the Year Best of HR - Berufebilder.de®](#)
[Appendix: Tips and Prompts for using the AI Extensions](#)

Imprint

The German National Library lists this publication in the Deutsche Nationalbibliografie; Detailed bibliographic data are available on the Internet at <https://dnb.dnb.de>.

ISBN of the German eBook edition: 9783965961746

ISBN of the English eBook edition: 9783965961753

German website of the publisher: <https://berufebilder.de>

English website of the publisher: <https://best-of-hr.com>

Manipulation Techniques - Psychology of Persuasion

4th completely revised and extended edition, 10.01.2024

©2024 by Best of HR - Berufebilder.de®, a brand of Janson Pressgroup Print & Online

Published by Simone Janson

Duesseldorf, Germany

Concept, editing, graphic design & layout: Simone Janson

Cover design with Canva

eMail: publisher@best-of-hr.com

For your [successful, fulfilling life](#), the information you truly need: State-funded publisher, awarded the Global Business Award as [Publisher of the Year: Books, magazines, eCourses, data-driven AI services](#). Print and online publications, along with the latest technology, go hand in hand - with over 20 years of experience, partners such as the [Federal Ministry of Education](#), customers like [Samsung, DELL, Telekom](#), or universities. Behind it all is [Simone Janson](#), a German [Top10 blogger](#), referenced in [ARD, FAZ, ZEIT, WELT, Wikipedia](#).

All books are published in German and English. We take our responsibility to deliver well-researched and reliable information very seriously. Therefore, the publisher follows a dedicated concept for quality assurance and compliance, where the expertise of renowned experts goes hand in hand with the latest AI technology for information analysis and text optimization. If you have any further questions, you can read the corresponding chapter at the end of the book.

All works of the publishing house Best of HR - Berufebilder.de®, including their parts, are protected by copyright. Any use outside the narrow limits of the copyright law is not permitted without the consent of the publisher and the author. This applies in particular to the electronic or other reproduction, translation, distribution and making publicly available.

Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

All readers who are looking for individual solutions also have the opportunity to use the AI extensions and consulting tools free of charge within the framework of AI Extended Books, for which we usually charge a monthly subscription fee. Our interactive success advisors and other AI-supported tools are at your disposal to provide you with tailored advice and recommendations that are tailored to your individual needs. Use these tools to drive your success and achieve your personal goals.

In addition to this wealth of inspiration, we want you to experience and enjoy your success: As a reader of this book, you will have access to a variety of exclusive services that will help you live well and successfully according to your wishes: from inspiring reader trips, where you have the opportunity to discover new places and exchange ideas with like-minded people, to lifestyle products that are

specifically tailored to your needs, we want to ensure that you make the most of this reading experience.

Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because the Machiavellian art of manipulation has a bad reputation. Influencing other people is something that each of us uses every day. It is all the more important to understand and recognize these interpersonal power games as well as communicative tricks and tactics of other people. Ultimately, whoever has power determines the direction and can achieve his goals. Seeing through manipulative strategies therefore creates a considerable degree of personal freedom. And this book shows what is important.

You will receive valuable resources through this [unique publishing concept](#) that will enhance your knowledge, stimulate your creativity, and make your personal and professional goals achievable. This allows you to discover new ways, expand your thinking, and improve your skills to experience success. You will receive concrete advice, proven methods, and strategies to overcome challenges and overcome obstacles. By providing specific action steps and practical guidance, you will learn how to define your goals and develop plans to progress step by step. The clear structure and our special, highly detailed table of contents support you in quickly finding the desired information and implementing it directly into practice.

This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

Information as desired with Membership Discounts, eCourses, Workbooks, and custom, individual eBooks

Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

Our Academy offers you the opportunity to continuously expand your knowledge and skills and engage with like-minded individuals. By participating in our online courses and interacting with experts and other learners, you can achieve your professional goals and advance your personal success. We believe that inspiring experiences and continuous learning are the keys to long-term success. Therefore, we invite you to explore our Academy and benefit from the diverse learning opportunities.

In addition, the Workbook Success Planner is the perfect complement to the guidebooks. This workbook helps you successfully implement the inspirations and tips from our books, step by step and day by day, whether it's about career goals, decision management, or financial planning. You can either print the Success Planner yourself or order it as a bound book. Each workbook comes with a free eBook.

Do you want a personalized eBook topic or an e-course on a specific subject? You can also find that in our publishing house at <https://best-of-hr.com/publisher/>. We will create your personalized eBook on a topic of your choice upon request. In the Academy of Best of HR - Berufebilder.de®, you will also find email courses with individual assignments, personal support, and certification.

As a book reader, you not only have the advantage of gaining information and new insights but also enjoy financial benefits that come with purchasing our books. As a [newsletter subscriber](#) or [registered member](#), you will receive a 50% discount on all e-courses and a 20% discount on all other books as a member edition. You can find the books at <https://best-of-hr.com/shop/books/>. The coupon code is sent weekly via the [newsletter](#). Additionally, there is the Premium Membership, a paid flat rate for one year, which includes all learning materials, downloads, and premium articles.

Successfully use the AI Extension to the Book for your Goals and to make Money

For those seeking further individual guidance and services, our concept of *AI Extended Books* offers the potential to analyze information, gain valuable insights, and show paths to achieving your individual goals. By utilizing AI in your work or personal life, you can gain many benefits and work much more efficiently. Through our AI solutions, you will discover new ways to explore your horizons in innovative ways. And the best part is that this service is free for you as a book buyer. In the appendix of the book, you will find a detailed explanation and numerous application examples to facilitate your successful handling of AI.

Our interactive [AI-assisted consultant](#) is there to assist you with any questions regarding success, career, and personal development. Our [AI-eTutor](#) supports the learning experiences from our academy with individual exercises. And the interactive [travel planner](#) helps you plan individual moments of success.

One of the greatest strengths of AI is its ability to process large amounts of data and recognize patterns. By using machine learning algorithms, AI can learn from this data and make predictions. This enables you to make informed decisions, optimize your strategies, and even solve complex problems. Whether it's your personal career management, optimizing communication processes, or improving work efficiency - AI can help you achieve your goals more effectively.

With the AI tools from Best of HR - Berufebilder.de®, you can even earn money. This is done through an affiliate program, a marketing strategy where companies collaborate with affiliates to promote and sell products or services. Affiliates are individuals or companies that act as partners and receive a commission for every sale or action they generate. To participate in our affiliate program, please register [for our partner program](#).

Experience Success and Inspiration: Discover your Way and support Sustainability

But that's not all! We want to offer you a very special opportunity that will make your journey to personal growth and success even more unforgettable. Because we know that it's not just about reading, but also about experiencing and applying what you've learned. That's why we want to offer you exclusive vouchers for suitable trips and other items that perfectly match your chosen guide. To achieve this, we work with numerous network partners in accordance with our compliance guidelines.

So imagine putting the inspiring wisdom of your book into action while creating unforgettable memories at the same time. Whether it's a relaxing break at a wellness resort, an adventurous trip into nature, or a workshop that further develops your skills - with our specially selected vouchers, you can put what you've learned into practice directly and enjoy unforgettable experiences at the same time.

Let yourself be inspired by our guides and discover the possibilities that await you. Because we believe that true change doesn't just happen in the mind, but also in the heart and in action. So get ready to elevate your life to a new level with individual moments of success and make your dreams come true. By the way, 5 percent of your purchase goes to non-profit organizations that are dedicated to projects such as reforestation and climate protection.

So you see: from cost savings to access to knowledge and education, to the opportunity to experience and live your own successes, to inspiration for entrepreneurial activities, and the possibility to earn money with our publishing house - reading our books can provide you with financial benefits in various ways.

Learn about power from Star Wars: 5 tips on how to use power properly

// By Olaf Hinz

Thanks to Master Yoda in Star Wars, we've learned that power has two sides: one light and one dark. Power alone is not bad: it is important to use it responsibly.

Why do we need power?

If things were to admit of themselves, there would be no need for leadership. This is not the case with the vast majority of organizations that compete with other companies and compete for resources.

Thus, the ability to align the workings of a company in such a way that all gears in the transmission serve the objectives. This ability lends executives a useful power.

Why executives are afraid of action

Nevertheless, the topic of "dealing with power" is not played openly in most companies and many managers are unsure about how to use the power conferred on them. Among other things, because they mistakenly equate the active use of their power to shape and make decisions with lonely, omniscient and authoritarian behavior.

This is why, for example, some executives shy away from "when the going gets tough" and quick, decisive action is necessary to use their decision-making powers. The result: your employees don't know what to do and they lack the necessary support and orientation.

Manipulation and threats are the dark side

It is not only since Master Yoda in Star Wars that we know that power not only has a bright side, but also a dark side. A leadership behavior that uses the competence of convincing, arguing and negotiating is O. K. and is certainly on the bright side.

But when executives begin manipulating, threatening and bribing, they use the potential of the dark side. For some, the pursuit of power has become a self-purpose, that is, they do not use it for company objectives but to compensate for personal and psychological deficits.

The dark side reduces productivity

Life experience teaches us that executives using the techniques of the dark side are still considered successful and still become or remain leaders. This is especially the

case in organizations that look hard at the outcome and are not interested in getting there: what's important to you is what's coming out the bottom.

However, life experience also teaches us that in organizations that tolerate the dark side of power over a longer period of time, a balloted footing begins. Employees who feel pressured and unfairly treated leave the organization. The company's performance is decreasing, the success will be over in the medium term.

Healthy exercise of power intensifies the effect

Effective executives succeed in establishing a healthy power exercise for the benefit of the company. With maritime serenity they use the design and decision-making power that is at your disposal.

They reflect the difference between sensible use of power and authoritarian behavior and thus introduce a system of “checks and balances” as voluntary self-control.

5 tips for the correct handling of power

The following tips, or better called lead questions, are helpful in finding out how bright and dark power is in your organization.

1. Do we have goalkeepers, ie team members, who are questioned about the correctness of a decision? Who is this and why?
2. Do I know any people in our organization who are afraid of me or my decisions? Why are they afraid?
3. In which parts of the organization have we concentrated power or influence? Does that make sense or is it different?
4. How do I implement my initiatives in the organization? What is the role of individual, subgroups or leadership teams?
5. Of course, I make sure that I convince and "take away" my employees / our organization. How do I know?