

HUMAN HACKING

**WIN FRIENDS, INFLUENCE PEOPLE, AND LEAVE THEM
BETTER OFF FOR HAVING MET YOU**

ENGAGE

- 1. Establish your person of interest:** Identify the person with whom you'd like to build rapport (if you're planning for a conversation in advance and have already developed a pre-text, then you've already completed this step).
- 2. Note:** In a second or two, create a quick and dirty profile of the person, noting their apparent tastes, socioeconomic background, likely beliefs, ethnicity, gender, and so on (if you already know the person well, quickly call to mind that person's profile).
- 3. Generate:** Based on your profile, generate a few possible pathways you might use to create common ground.
- 4. Arrive at a decision:** Choose a pathway to try, realizing that if this one doesn't work, you can switch gears and adopt a second one.
- 5. Give it a try:** Execute your selected pathway.
- 6. Evaluate:** As you execute, pay attention to how your person of interest is reacting. If your approach clearly isn't working, switch quickly to an alternate pathway.

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