Words That Change Minds: Mastering the Language of Influence

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Words that Change Minds is based on the Language and Behavior Profile (LAB Profile); an easy to learn tool which illustrates how each person is unique. The LAB Profile will enable you to understand and predict from someone's language in everyday conversation, how he or she will behave in a given situation. You will learn to customize your language to change people's minds.

Words That Change Minds: Mastering the Language of Influence Details

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From Reader Review Words That Change Minds: Mastering the Language of Influence for online ebook

Rat Barrel says

This book is a must-read for any professional or executive coach. It provides an excellent background on "language and behavior patterns." The book is very well-written, but it is more of a text book. I used for my study in strategic inquiry. One criticism, or observation, is the lack of sourcing, which is odd given that this is a text book. Still, I would recommend this book for anyone interested in communication studies.

Randy Park says

Very complete coverage of how to understand and influence people by listening to the words they use. Written by a world leading expert on this specific aspect of Neuro-Linguistic Programming.

Ralitsa says

Very nice book with a lot of practical advice. I will definitely use it:)

Chris Mccollough says

After readind the first chapter I was able to better communicate with someone I had had years of "problems". Using the insights Ms. Charvet conveys has changed all of my relationships. Thank you, Shelle!

Seth says

Get this book. Go order it; this review will wait.

Now, what did you just spend money on....

Oh, either sign up for one of Charvet's classes (I haven't taken any, but I hear very good things) or get her tapes (the book is better than the tapes, but she has a very, very great voice :-)

This book is the best published material on metaprograms and it's organized around Roger Bailey's research that formed the LAB Profile. So, what are metaprograms, what is the LAB Profile, and why do you care? We finally have enough terms out there to review the book :-)

Bailey's LAB Profile (LAB = Language And Behavior) is a series of questions and observations to elicit 13 specific metaprograms from someone. These 13 are chosen to be easy to elicit conversationally (you don't need a white coat and a clipboard, you just ask natural questions) and to have useful application in the

business world. By no coincidence whatsoever, they are also invaluable in personal life.

"Metaprogram" is the name NLP uses for common "filters" we all apply in everyday life. The LAB Profile looks specifically for metaprograms that indicate a person's *motivation style* and *working style*.

The LAB motivation style questions are easy to ask in an interview or in casual conversation with people and are the sorts of questions you already ask and care about; the LAB training gives you a way to understand and organize the results.

In the LAB profile, you almost always want to pay attention to the *structure* of their answer instead of the *content*.

For example, if you know a programmer finds "performance" very important in their code, the question "Why is performance important?" is entirely natural. The LAB profile gives you a way to organize their answer: are they motivating *towards* something ("Because that means the user can get work done faster") or *away* from something ("Because otherwise the system slows down and becomes unusable"). This is an example of the kind of "filter" the LAB profile elicits.

Knowing (some subset of) the 6 motivation traits for someone help you speak to them in a way that motivates them. It also lets you understand them when they talk about why they do, did, or want to do something. These are especially useful if someone motivates in a way that is very different from you.

The working traits give you an idea of how someone filters their experience while working. This can help you give someone a task that they will do well (or hire someone who will fit well with a position), it can help you instruct someone to do something in way that appeals to them, and it can help you understand the results someone gets.

An example of a working trait elicitation would be to ask both "What is a good way for you to increase your success at work?" and "What is a good way for someone else to increase their success at work?" The structure of the two answers tells you whose rules they expect someone to follow:
- if they have rules for themselves and rules for other people
- if they have rules for themselves but don't care about where other people get their rules
- if they don't have their own rules for themselves (for example, they follow rules they got from an expert or the company) but they have rules they expect others to follow
- if they have rules for themselves and expect other people to have their own rules.

Knowing this helps you understand how that person works in a team, what kind of instruction they need to receive, and what they expect from their coworkers. Knowing the rule structure of two people helps mediate between them and facilitate their working together.

Most of the traits are on a scale. You can motivate a little bit "towards" while motivating mostly "away," in fact, very few people are all the way in one direction on any trait. Also, LAB profile traits are contextual; someone may have a very different motivation style at home with their spouse and kids than they do at the office. Knowing this is especially useful when you work with a personal friend (or become friends with a coworker).

The motivation traits in the book are:
- Level (how proactive or reactive they are when they motivate)
- Criteria (what qualities are most important to them in the context)

- Direction (towards success or away from failure)
- Source (are they motivated by internal pressure or by the response they get from other people)
- Reason (do they prefer to have a process to follow or do they prefer to have many choices)
- Decision Factors (do they tend to see the similarities in things or the differences)

The working traits are:
- Scope (do they focus on details and sequence or do they see the big picture and take things in a random order)
- Attention Direction (is their attention focused on their inner experience while working or on other people)
- Stress Response (when things get very bad, do they instinctively respond with feelings, with thoughts, or do they have vacillate between them)
- Style (do they prefer to work alone, on a team of equals, or with others around who are either not directly involved or are under their command)
- Organization (in a complex situation, do they focus on the people, the locations, the information or ideas, the activities involved, or the physical and metaphorical things)
- Rule Structure (whose rules do they expect to follow and whose rules, if any, do they expect other people to follow)
- Convincer (what kind of experience do they need to be convinced of something and how does that experience have to repeat or last to finally convince)

There are other items sometimes added to the LAB profile (for example, temporal traits, about how the person handles time) but the basic (and most important) 13 are covered in the book.

If you do anything with people--lead a team, interview, have a family, or even just walk out your door now and then--this is a good, readable book that you'll get something out of. You don't need to master the whole profile for it to be useful. Just one concept that interests you can make a huge difference in your effectiveness and quality of life.

Ian Hodge says

Nothing is more frustrating than finding yourself misunderstood by someone with whom you are communicating. Billions of dollars spent by business trying to fix up miscommunications, misunderstandings, so that projects can move forward.

Research has shown how people respond to words, and how they process what they hear. Shelle Charvet, a Canadian, has taken that research and shown how words impact those who listen to us. By understanding how people *receive* communications, we can can change the way we say things so that the receiver better understands what it is we are trying to communicate.

There are fourteen criteria broken up into two groups, Motivation Traits and Working Traits. They cover key issues for anyone communicating ideas, from salesmen to preachers, from office managers to parents at home. I am one of 3% of the population who prefers to receive written communication from which I make decisions. Telesales staff or a direct sales person trying to get a commitment our of me from their verbal conversation is a near waste of their time and mine. Had they read this book, they'd know what to do to improve their chances of making a sale to me. Preachers who preach a message once miss out on those who need to hear it several times before they will take action.

And the key that Shelle opens is that by asking some basic questions, people will actually tell us how they prefer to communicate, and under what conditions. So this book identifies the traits, then shows you which questions to ask to get the best outcome at each point.

It has another another use other than just communication. I found this material very helpful when conducting interviews for senior executive staff, because understanding how the applications would meet the needs of the position gave me a better chance of selecting someone whose motivation traits and working traits best matched the needs of the position.

This is one of the most helpful and practical books on working with people I've come across. Try it, I think you'll like it.

Megan says

An eye-opener. Each of us deals with millions of pieces of information every day. In order to make sense of the world, and not go completely mad, we filter this information. This filter is based on our values, beliefs which are hard to change but also things called 'metaprograms' like how we see rules, whether we are self-motivated, or motivated by external feedback etc. Metaprograms can be different in different contexts eg. work, home, sport, and if they are not serving us we can change them.

This book outlines the practical uses for the Language and Behaviour Profile (LAB) tool - a conversation-based assessment of someone's metaprograms (motivators) in different contexts.

The premise of the books is that once you start to notice someone's motivators in a particular context you can tailor your language to them.

Car salespeople have been taught about the 'convincer' metaprogram for years. They now that people are either convinced by seeing, hearing, reading or doing and that they are convinced either after a few times, automatically, over time or never. The largest part of the population is convinced by seeing, 2-3 times. Thus a car salesperson will want to get you to the car lot to SEE the car; they will pay attention to your language to determine what extent you also need to hear about what others say about it, drive it (do) or read a brochure about it. They'd prefer you were an automatic buyer however they're likely to say "think it over and come back next weekend and we'll talk some more", they'll also call you during the week to check in.

An understanding of metaprograms are used in advertising, education and corporate communications. This is the book that helps you understand all of that so you can apply it yourself. The best bit is that there are no expensive tests, it's a simple case of asking questions and listening closely.

I like that this is a system that doesn't 'box' people in. It accepts that (a) your motivators can change over time and (b) that they can be different in different contexts.

Worth a read.

Frank says

An easy read. I recommend this book because the instructions are brief, to the point, and the summaries at the end of each chapter are easy to memorize.

Keep in mind that this book is for the work environment. If you would like to read this book because you think it will help you build rapport in, say, your (purely) social circles, I believe it won't be any good. I mean, you can use the techniques to influence the person you just met at the bar, but influencing is not necessarily the same as building rapport.

Anula Galewska says

Very useful but difficult to read

Salma fawzy says

the book is amazing .
it is really a joy to learn how to understand the people around you from their small actions and words ,, and this what is the book introduces ....
it helps you to READ the person in front of you without him even knowing that and to know specific things about his personality just from small words and simple body language !
and this can help you a lot in all community relationships especially in work .

Samer Chidiac says

A very useful resource for Managers, Sales representatives, Executives & Public Speakers.

Daniela says

Shelle Rose Chervet inspired her book from Rodger Bailey's study of the 40 known meta languages humans use. In the LAB Profile are explained 14 of these traits: the Motivational and Working ones.

It is a helpful book because it makes you become aware of the behavior people around you have. More than this, you automatically become aware of your own behavior as in the relation to them, concluding not in persuading people, but rather adapting your behavior / language.

I can surely say that a lot of light was shed on my communication skills after reading this book, threrefore I recommend it to anyone who is having problems at the workplace / in the family, is in a position of constant communication with other or just wants to improve his language and behavioral skills.

Nguyen Huu Anh Vu says

For those who wants to venture in NLP, this book is an important read!!!

From our daily language and behaviors, the author and her team has shown us 16 patterns that trigger motivation of a person, maintain their interests and show us how they behave in certain Contexts.
Then, the book gives us how to say and what to say in order to convince a person.

Most of other books in communication are the end-result, how to say it.
This book digs deep to the source, the reason, why to say it.

I tried changing my speaking patterns based on the suggestion in the book and managed to convince some of my colleagues.

Rosie says

This has been for me one of most read books since 1994. I suggest you dip into it, and make your own choice where you want to start. it has all the information you may ever need to understand and decode others.
Enjoy!

Leila says

As a preface, I do not read "self-help" books, but as this was required reading for my new job, it forced me to expand my literary horizons. I enjoyed the language tabs and how applicable it was to my life and my job, but I probably won't remember anything about it other than what I need to know for my job. It's interesting, but not necessarily day-to-day relevant for me.