

MANIPULATION TECHNIQUES - PSYCHOLOGY OF PERSUASION

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

Simone Janson (ed.)



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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.

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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?