

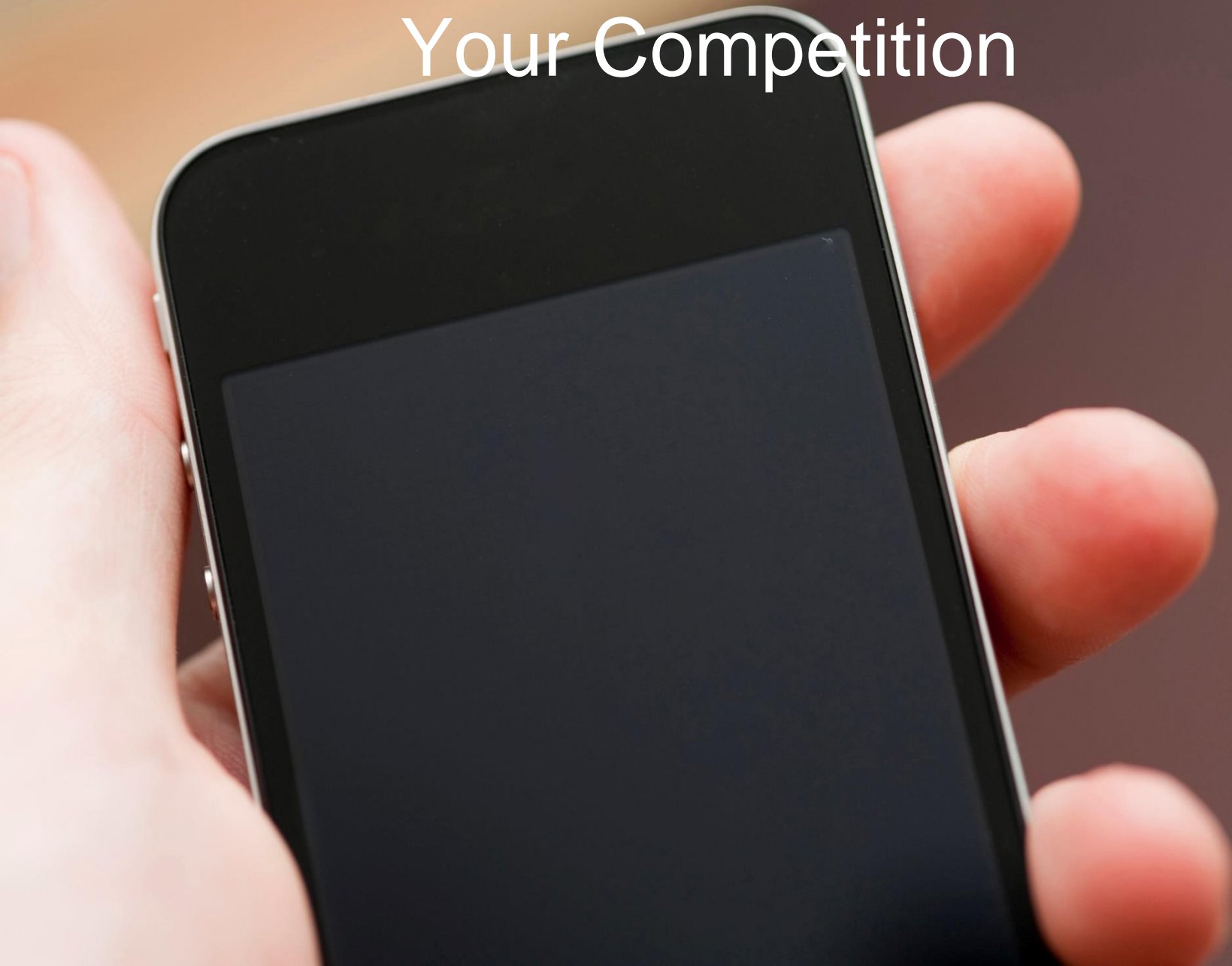


Influencing & Persuading from the Stage

Shelle Rose Charvet, CSP

Words *that*
Change **Minds**

Your Competition



Universal Opener - 4Mat System

-adapted from Bernie McCarthy

Reasons / raisons

Why / Pourquoi

35%

Other/ autres applications

Where Else / Où

25%

What / Quoi

22%

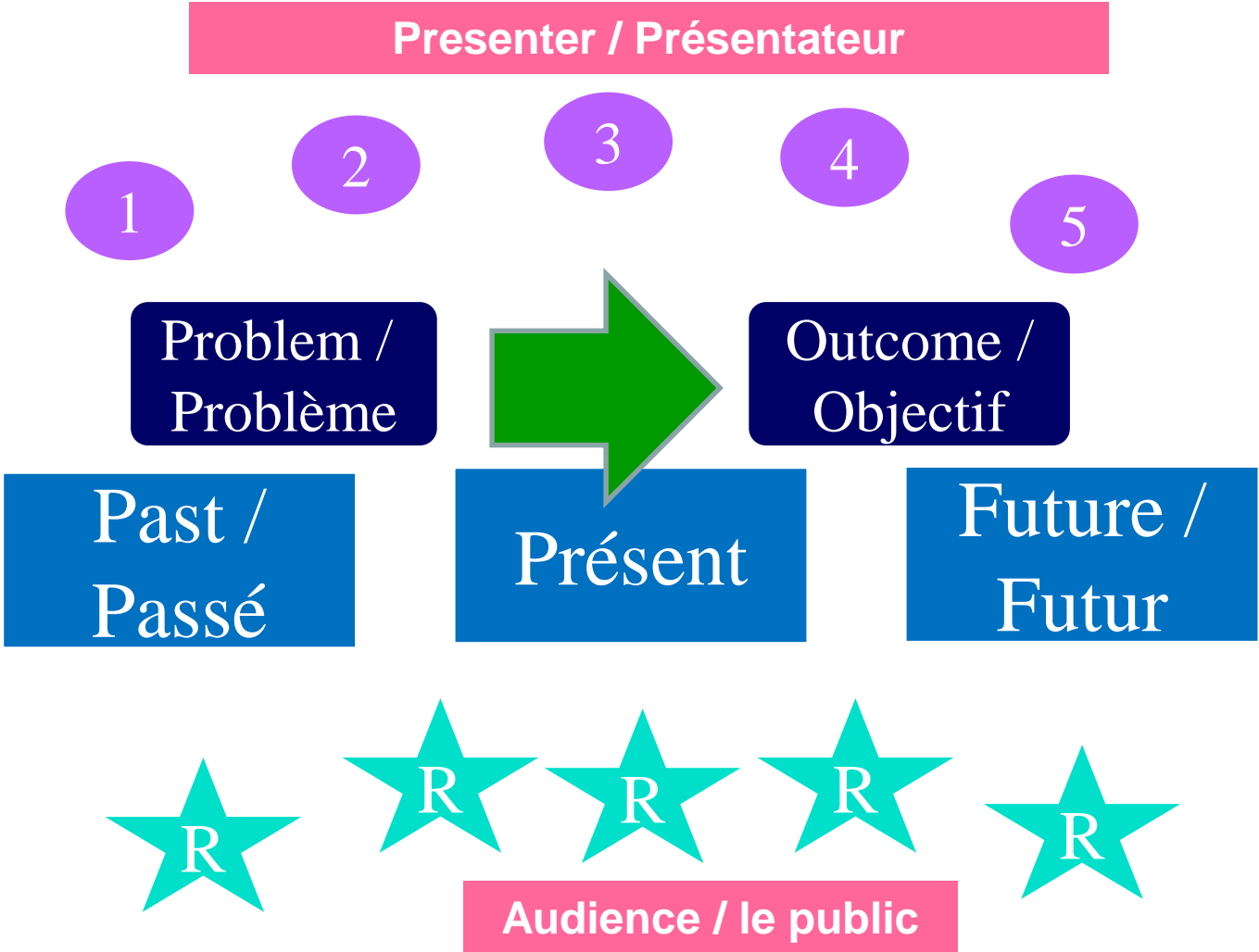
Content / contenu

How / Comment

18%

Process / processus

Stage Map / La carte de la scène



LAB Profile®

(Language and Behavior Profile)

Influencing Principle

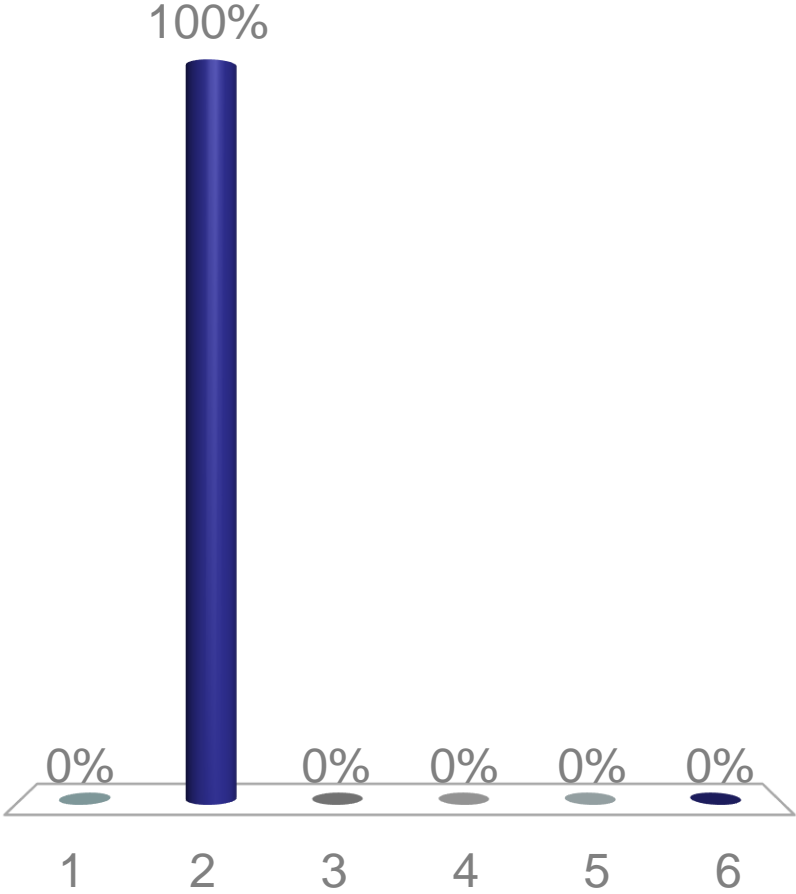
“To get people to go
somewhere with you,
you need to meet them
where they are...

and not just pretend that
they are already where
you want them to be.”



“Bob’s Rain Boots”

Pattern	Ad
Towards	1. Keep Your Feet Dry <u>Bob’s Rain Boots</u>
Away From	2. Avoid Getting Feet Wet <u>Bob’s Rain Boots</u>
Internal	3. Want to Keep Your Feet Dry? <u>Bob’s Rain Boots</u>
External	4. Gotta Keep Your Feet Dry <u>Bob’s Rain Boots</u>
Options	5. Ways to Keep Your Feet Dry <u>Bob’s Rain Boots</u>
Procedures	6. How to Keep Your Feet Dry <u>Bob’s Rain Boots</u>



Pattern	Language	Example
Toward	What you want, benefits	1. Keep Your Feet Dry <u>Bob's Rain Boots</u>
Away From	Avoid, prevent	2. Avoid Getting Feet Wet <u>Bob's Rain Boots</u>
Internal	Ask, Suggest	3. Want to Keep Your Feet Dry? <u>Bob's Rain Boots</u>
External	Others, Tell	4. Gotta Keep Your Feet Dry <u>Bob's Rain Boots</u>
Options	Choices	5. Ways to Keep Your Feet Dry <u>Bob's Rain Boots</u>
Procedures	How, steps	6. How to Keep Your Feet Dry <u>Bob's Rain Boots</u>

Universal Opener - 4Mat System

-adapted from Bernie McCarthy

Reasons / raisons

Options, Toward/ Vers, Away/Éloigner

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Process / processus

Words That Change Minds

LAB Profile® (Language & Behavior Profile)

Motivation Triggers™

- Are they moving Toward or moving Away From?
- Decide for themselves or are influenced by outside factors?
- Want straight-forward, step-by-step Procedures or do they prefer a wide range of Options?



Toward

Motivated to achieve a goal



Benefits, gains, positive consequences

Away From

Motivated to prevent or solve problems



Avoiding, preventing or solving a problem

Away From language

**Saving money
shouldn't
cost money.**

ING DIRECT
save your money

**Money
doesn't
grow
on fees.**

ING DIRECT
save your money

Toward Language

Save savvier.

Become a new Tangerine Client and earn **triple interest at 2.40%*** for six months†. Plus get up to **\$50** in Bonuses.

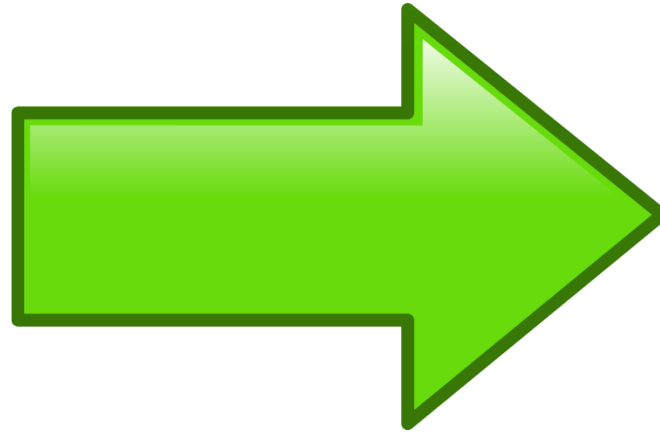
[Learn more](#)

It's that simple.



The Divine Strategy

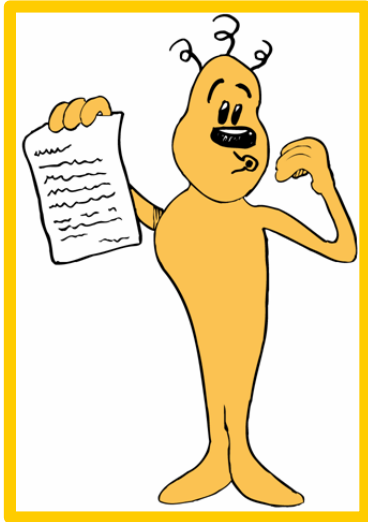
Away From
Problem
Issues



Toward
Solution
Benefits

Internal

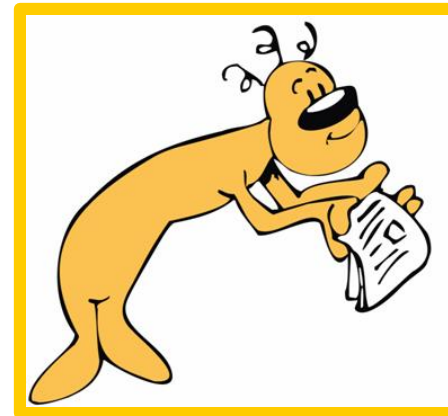
Decide for themselves



Language of Suggestion,
invitation, ask

External

Influenced by outside
people/factors



Others will notice, results
will show, tell, or
Command Language

Motivation Shifts

The Old Days	LAB Profile® Motivator	Shift in Behaviour	Shift in LAB Profile® Motivator	The Challenge
Do what they are told	External (influenced by outside factors)	Won't do what you want; insist on what they want; but influenced by others	Internal (decides for self) External (Influenced by others)	Difficult to influence; skeptical; popularity has an impact

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**It's worth
a talk.**

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When People are in Internal Mode



The Suggestion Model

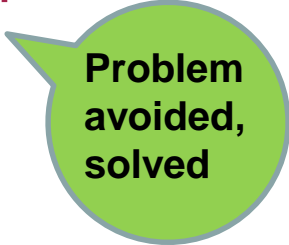
Start with a specific suggestion
(Language for Internals)



Benefit

What the suggestion would accomplish

End with positive comments



**Problem
avoided,
solved**



Kathleen B. Shannon

2 hrs · Oteen, NC, United States ·  

Have to say that using [Shelle Rose Charvet's LAB Profile Practitioner training](#) has greatly improved outcomes in a variety of contexts with the veterans I serve. Just today, I was able to use Internal language to help a veteran use Internal language in a conflict he was having with a coworker and prevent him from walking off the job. Thanks!

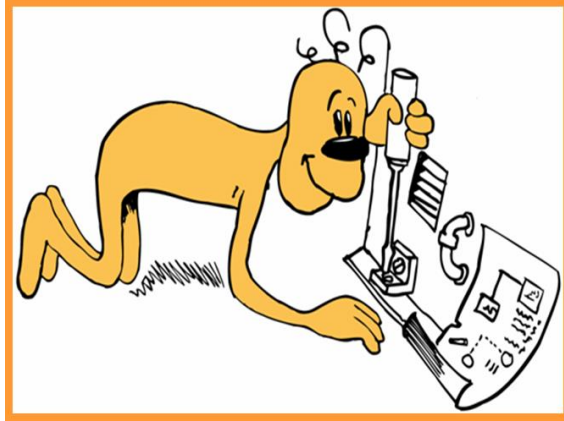
 Like

 Comment

 Share

Procedures

Prefers a step by step
process



The right way, next step,
the procedure, here's how
to.....

Options

Prefers many choices



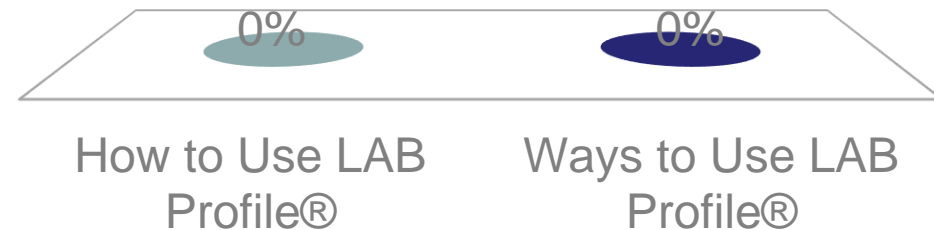
What else, another way,
alternatives, choices,
possibilities

Motivation Shifts

The Old Days	LAB Profile® Motivator	Shift in Behaviour	Shift in LAB Profile® Motivator	The Challenge
Will follow normal process	Procedure (follows a step by step process)	Want special deal, individualized services for them, to learn something need a simple step by step process	Options (want choices, alternatives), and Procedure (step by step, simple process)	When you are the expert, tendency to give too many choices with not enough simple how-tos.

Whaddya want?

1. How to Use LAB Profile®
2. Ways to Use LAB Profile®



1. Guess the key Motivation Triggers™.

2. Go to their bus stop.



3. Use the language that motivates *THEM* to get your message across.

Away From-Toward 321 Sandwich

-for Highly AF people

3 Away From phrases

2 Toward

1 Away From (to reassure)

“You said you are tired of working too hard, but not earning enough, and you don’t want to waste your time anymore,

That’s why you might wish to set your goals and figure out all the benefits of reaching them,

So that you don’t fall back into the old working too hard stuff.

For you!

- Irregular Newsletter on influencing & persuasion www.successtrategies.com
- HusbandMotivator™ iPhone app, in the app store



More Resources for you

Libretta®

www.weongozi.com

Try it out for yourself!