The Actuarial Profession
making financial sense of the future

How to get on in Business

Brian Wood

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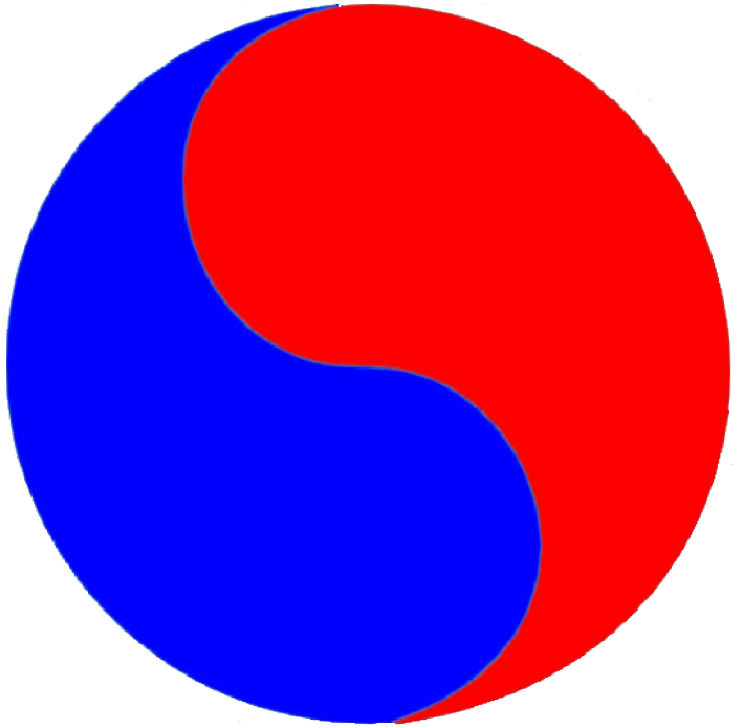
Brian Wood

- CEO of Telos Solutions: change management in financial services
  - www.telossolutions.co.uk
- Previously CEO of two life companies and a consulting firm
- Faculty Council
  - Working on the Profession's strategy implementation
- Master practitioner, Neuro-linguistic programming
  - Pragmatic psychology

The Business Paradox

Business decisions require:
- logic
- precision
- clarity



Business results are delivered by people, who need:
- understanding
- influence
- leadership

To ‘get on’ in Business,
you have to ‘get on’ with other people.

Basic tools

"Me"

"Others"

- State
- Perception
- Decision levels
- Rapport & influence

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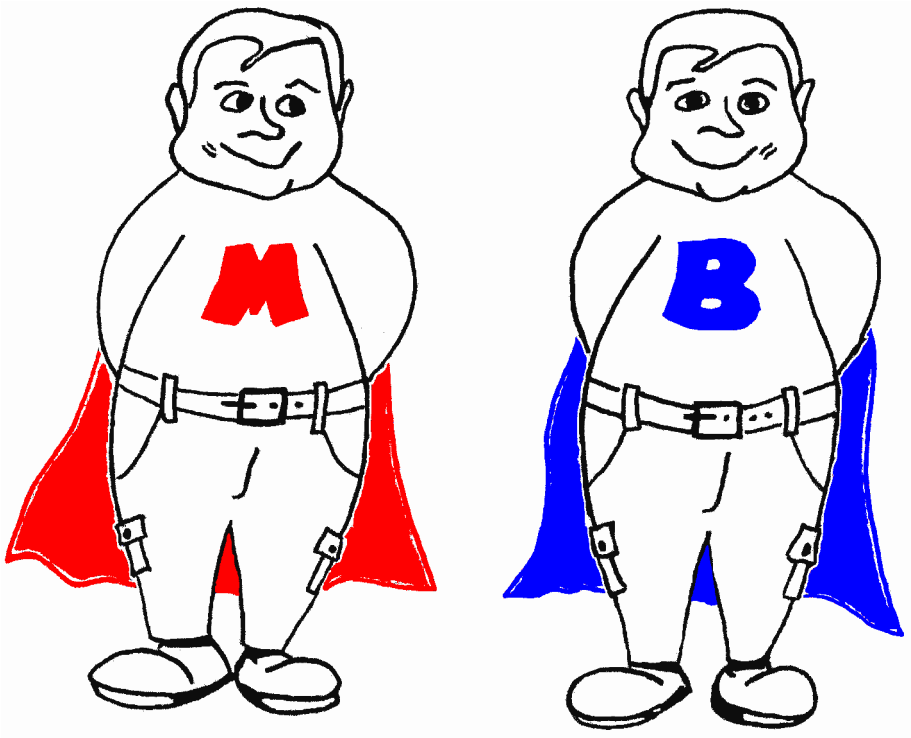
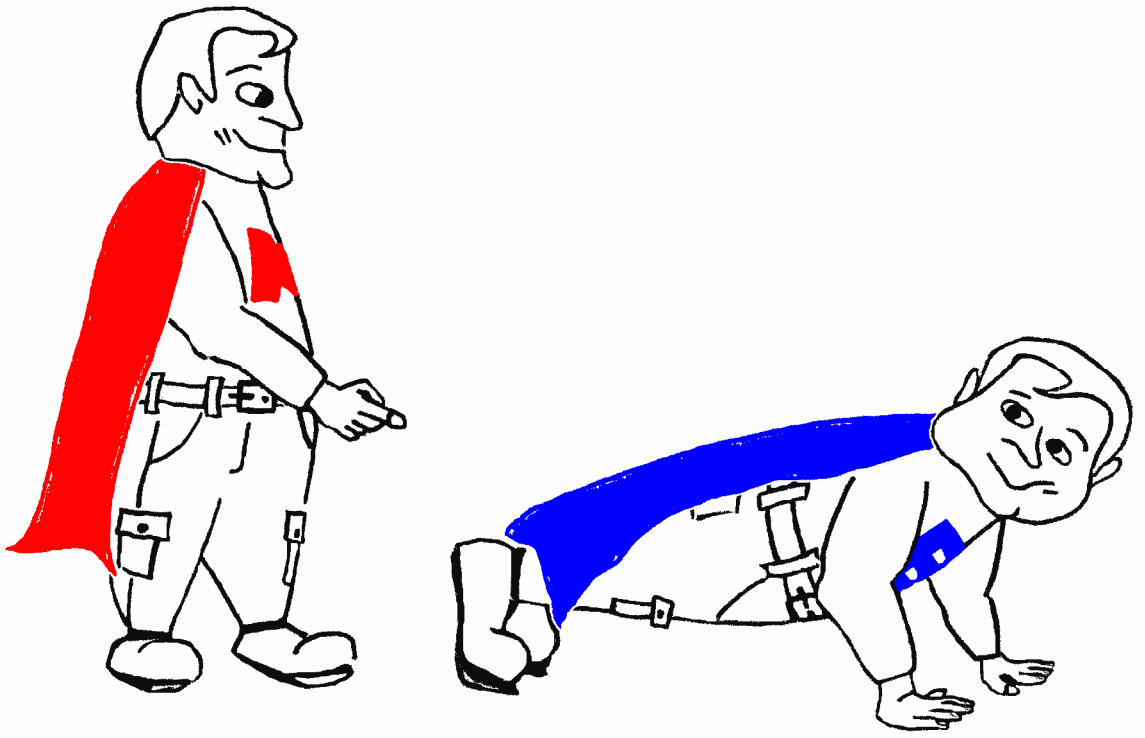
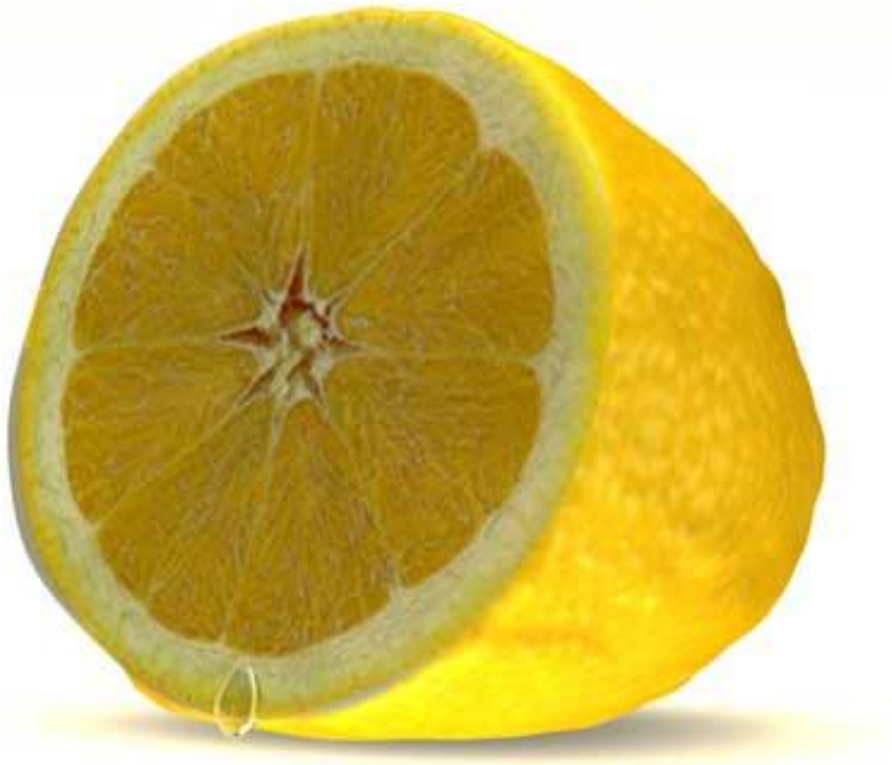
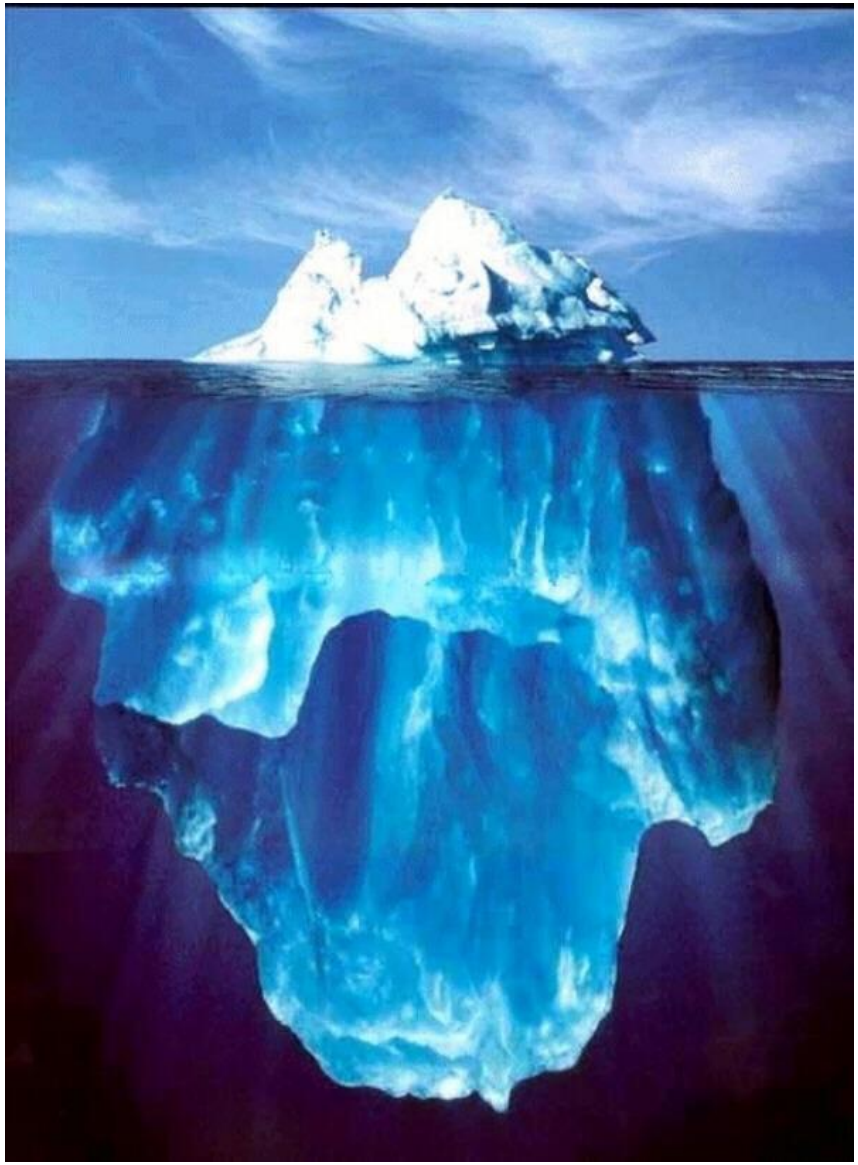
Mind and Body



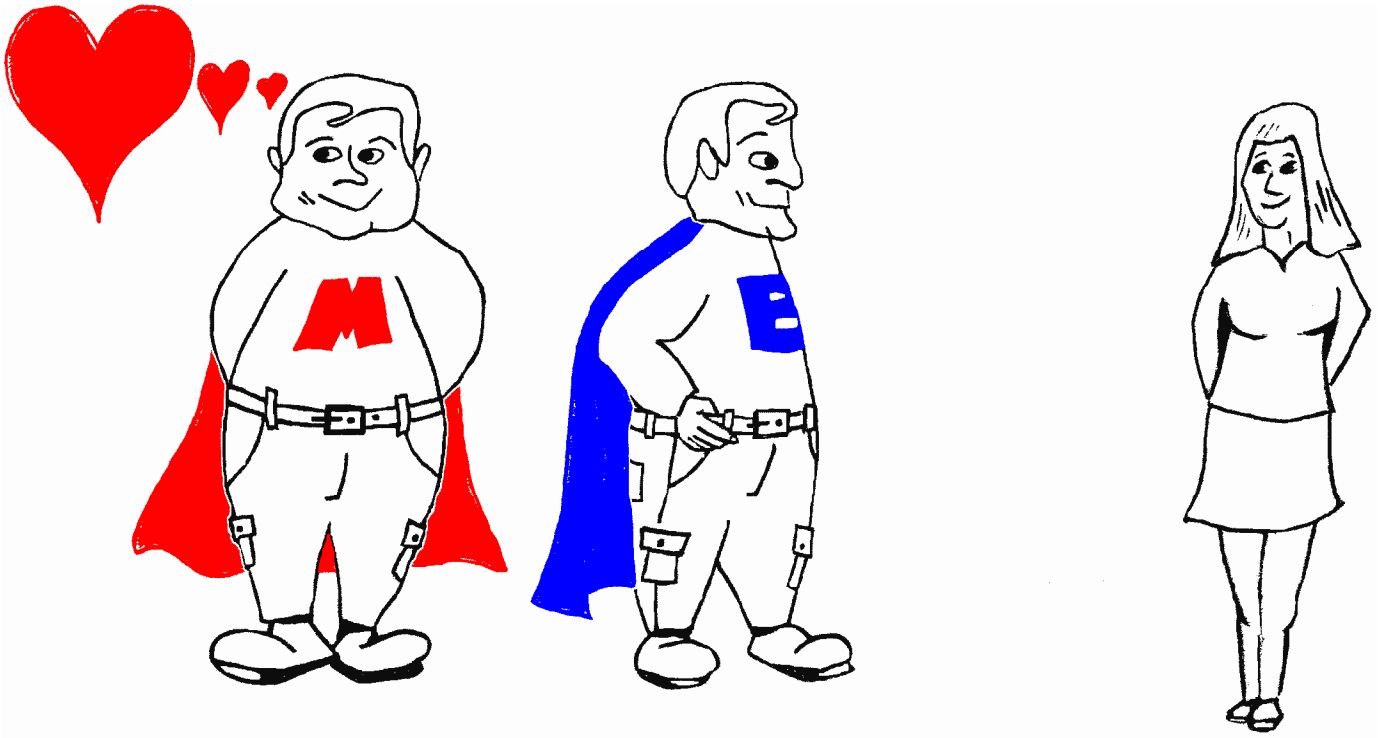
Mind directs Body …

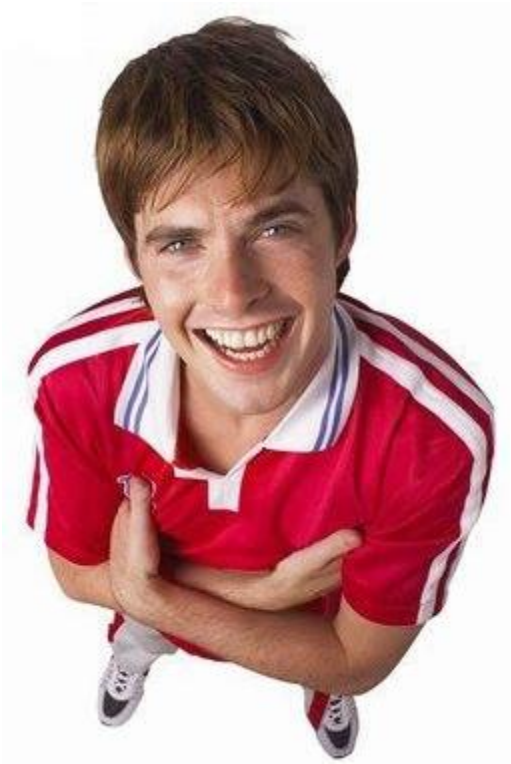




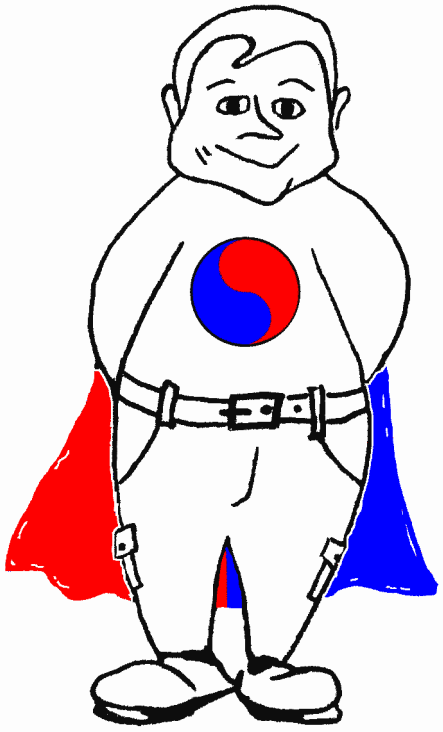


… and Body directs Mind





Mind and Body:
part of the same cybernetic system



- Change state by visualising
- Change state by moving body
- Powerful tool for preparation in business

Basic tools

"Me"

"Others"

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- Perception
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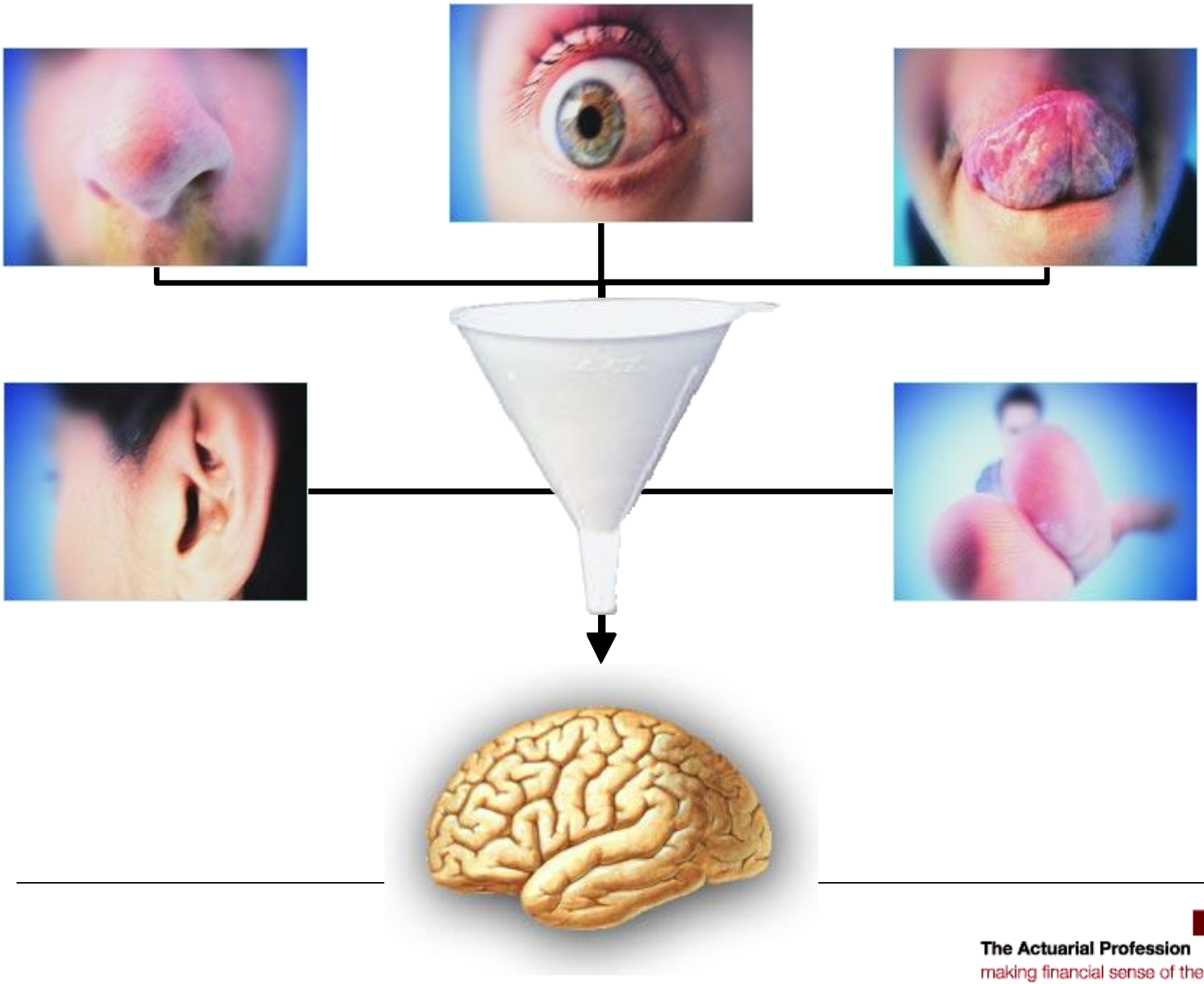
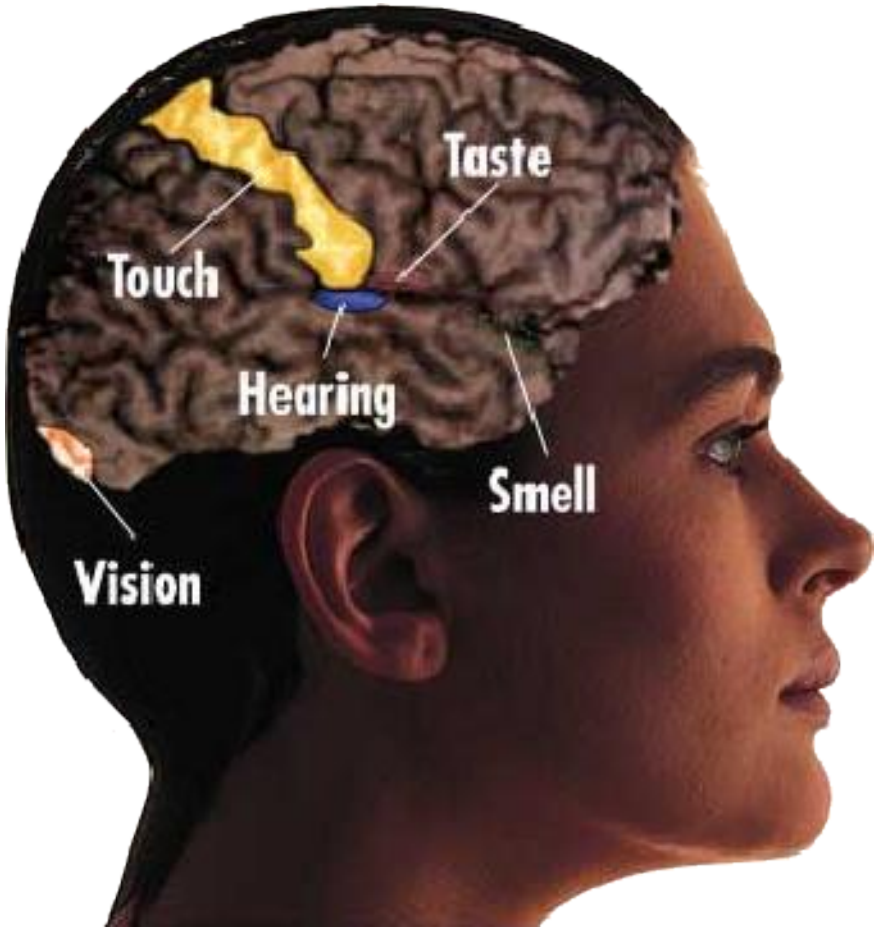
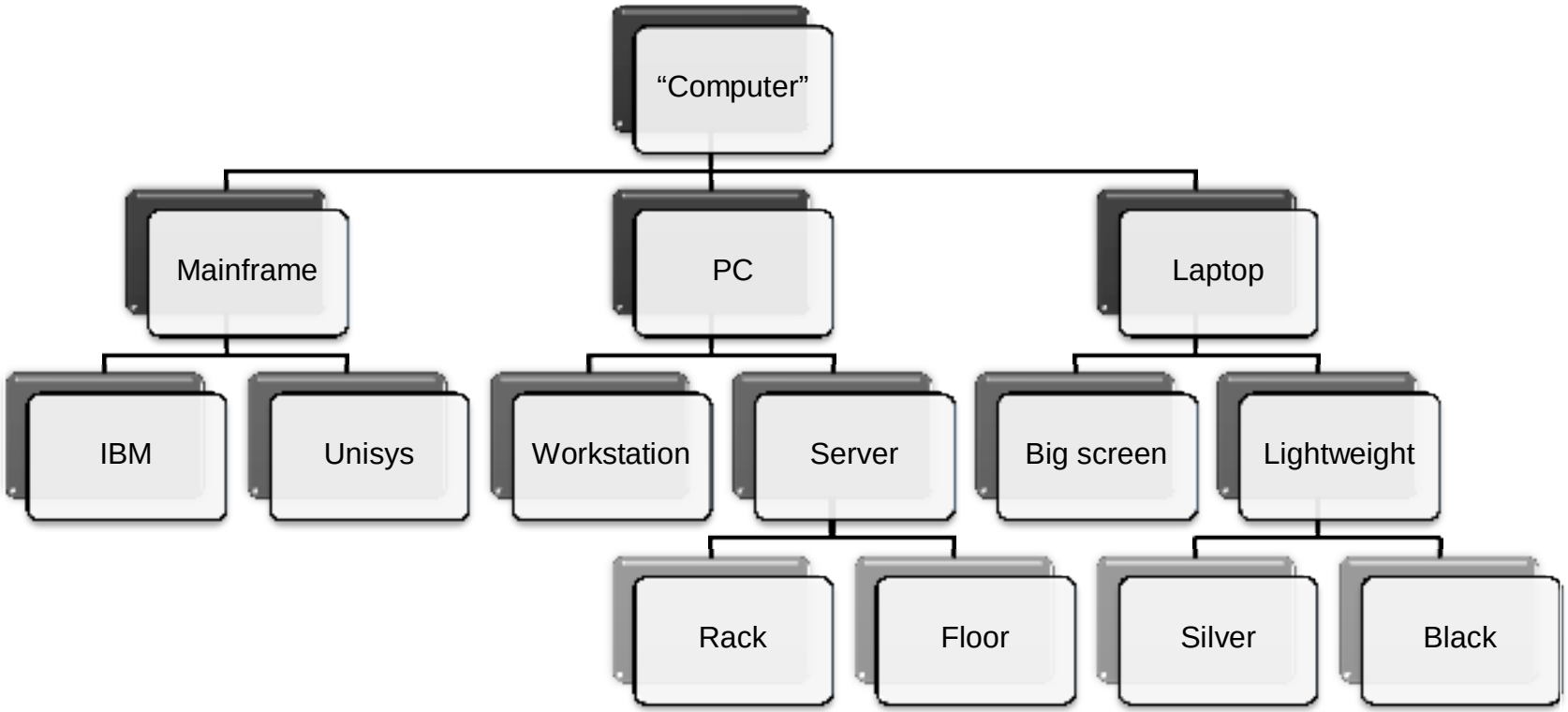
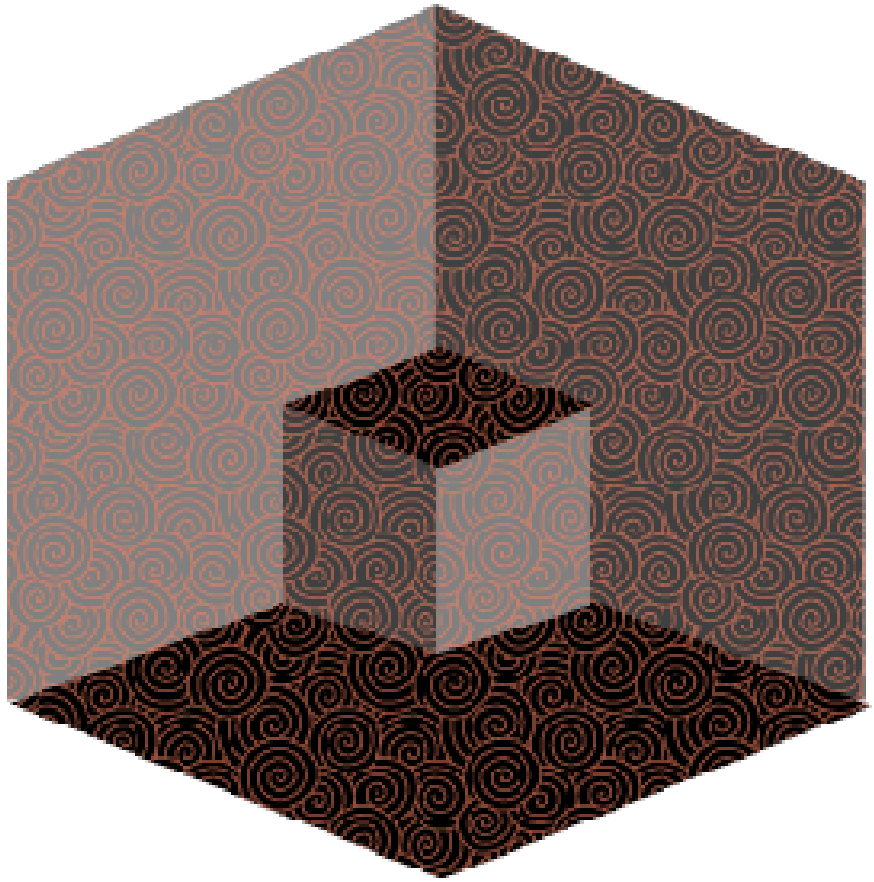
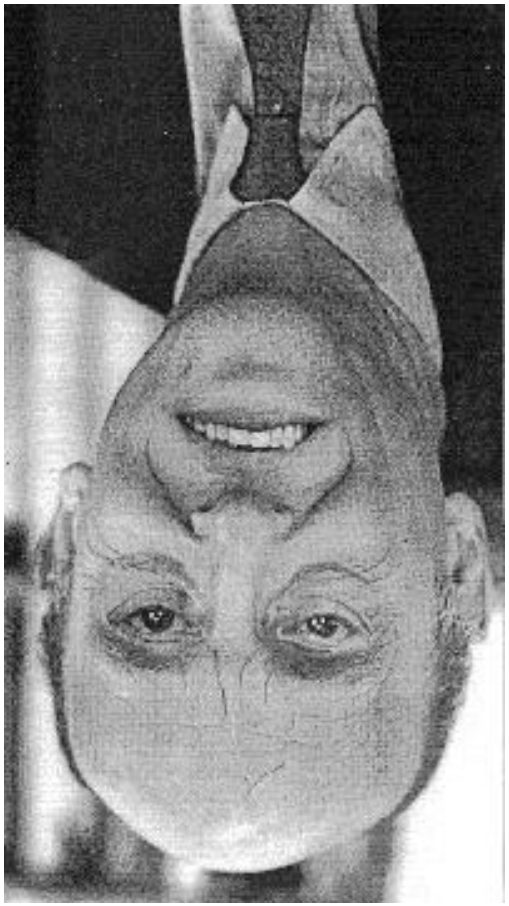
- Rapport & influence




Taste
Touch
Hearing
Smell
Vision

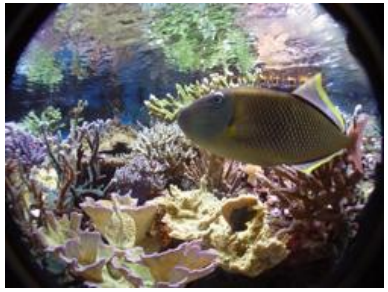

"Computer"
Mainframe
PC
Laptop
IBM
Unisys
Workstation
Server
Big screen
Lightweight
Rack
Floor
Silver
Black





Everyone’s perception is unique

- Unique *filters*
- Unique *memories*
- Unique *interpretation*



FARMWORKERS
BOYCOTT
GALLO WINE

Basic tools

"Me"

"Others"

- State
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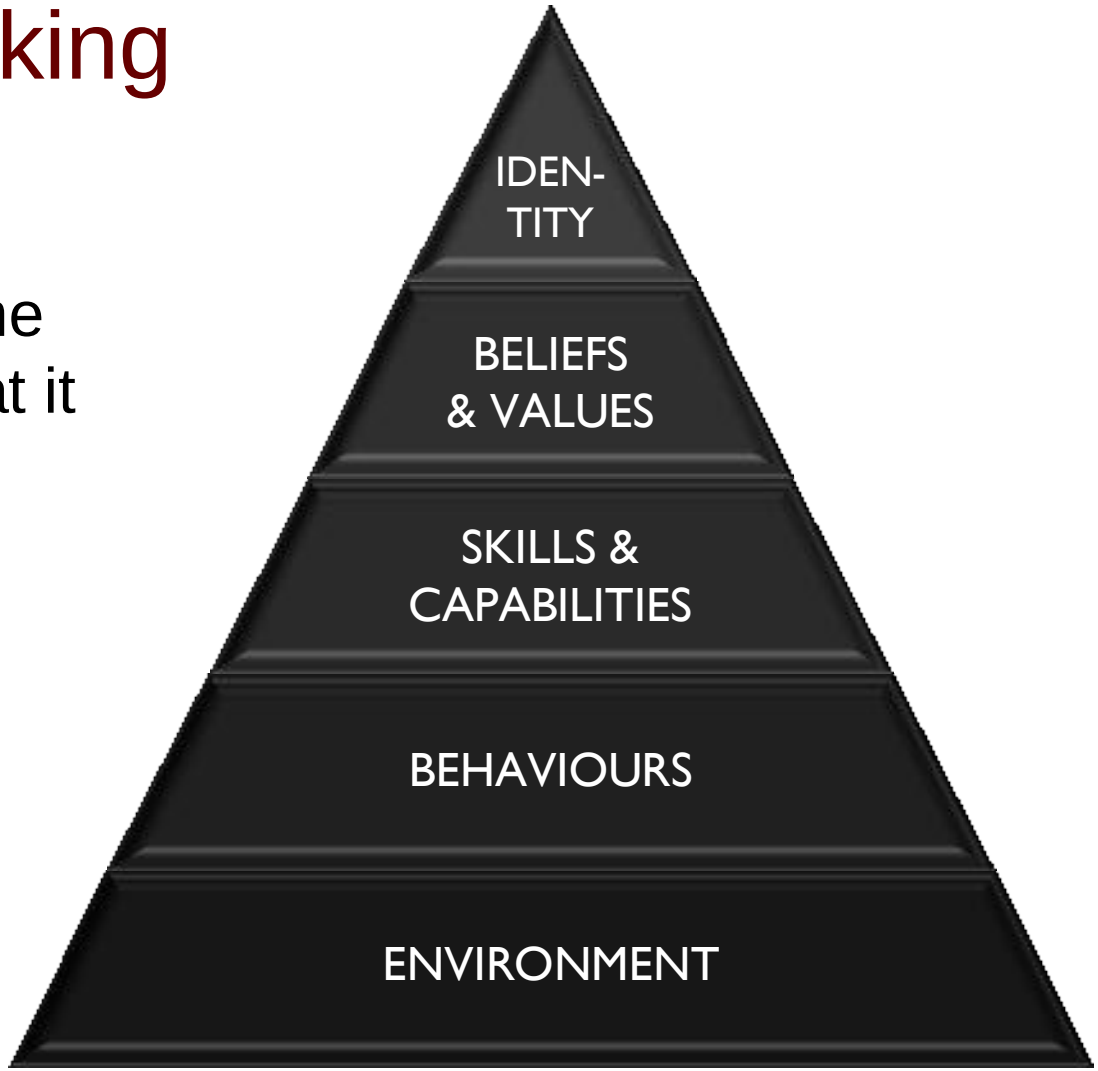
- Decision levels
- Rapport & influence

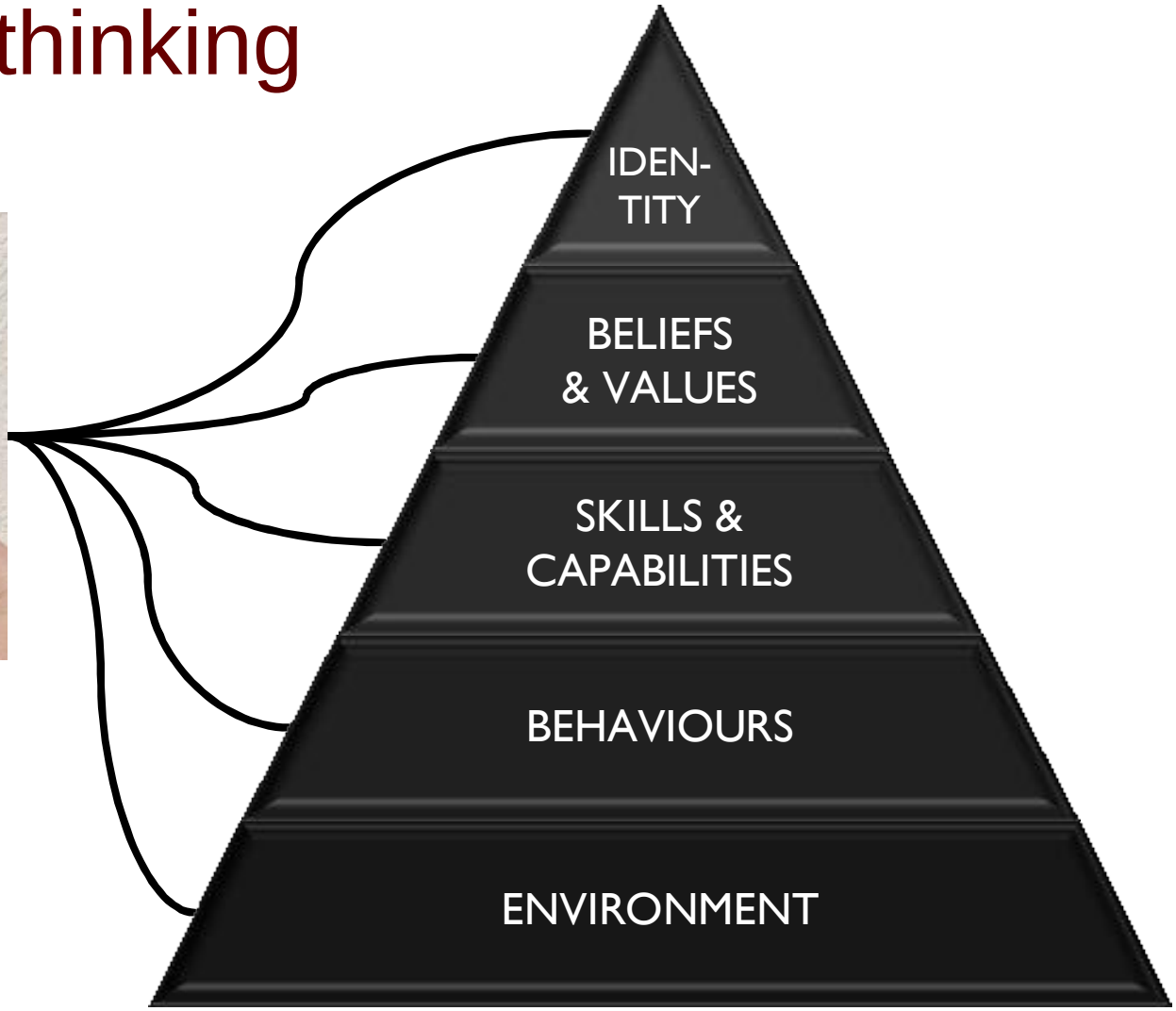
Levels of thinking

"You don't solve a problem at the same level of thinking that it was created at"

- Albert Einstein

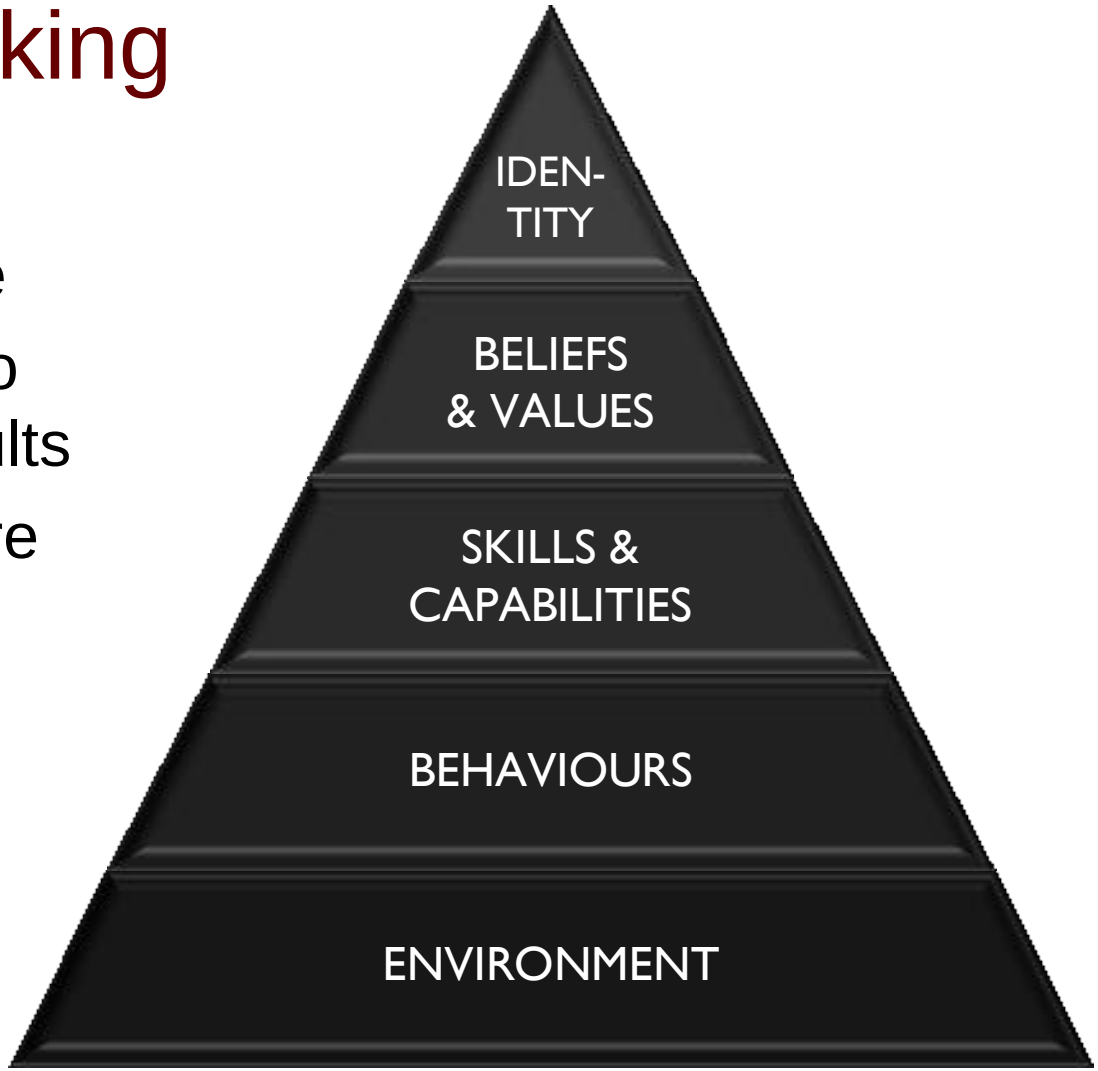


Levels of thinking



Levels of thinking

- Lowest levels are easiest to change
- Usually enough to get business results
- Higher levels more indirect & difficult



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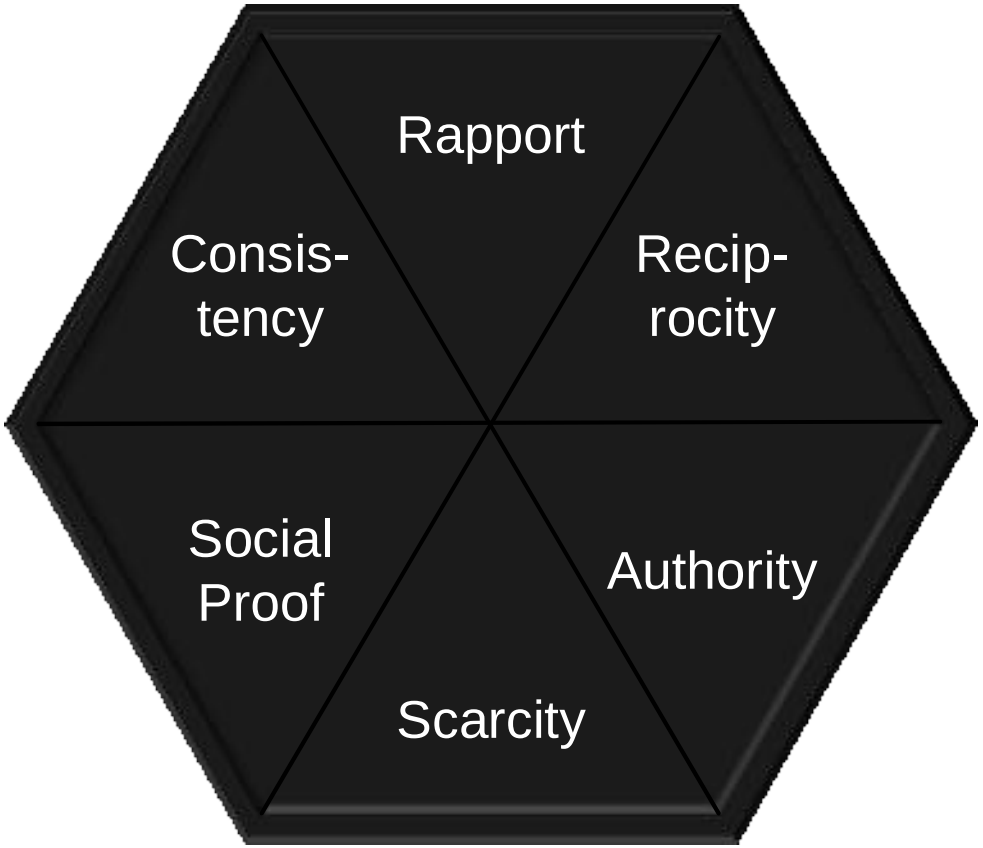
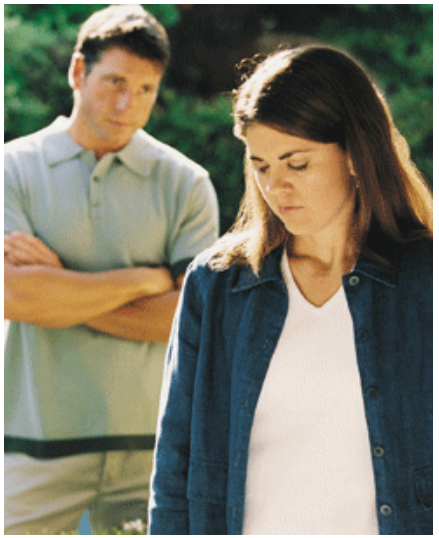
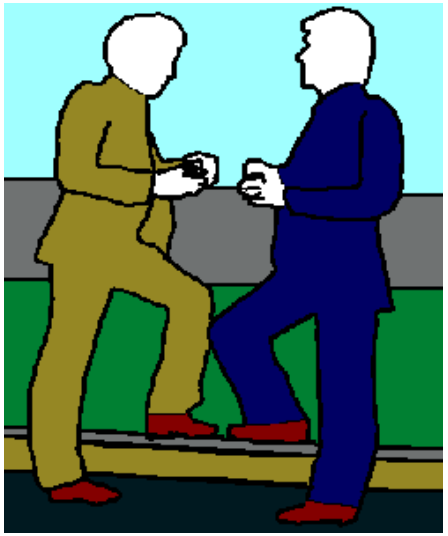
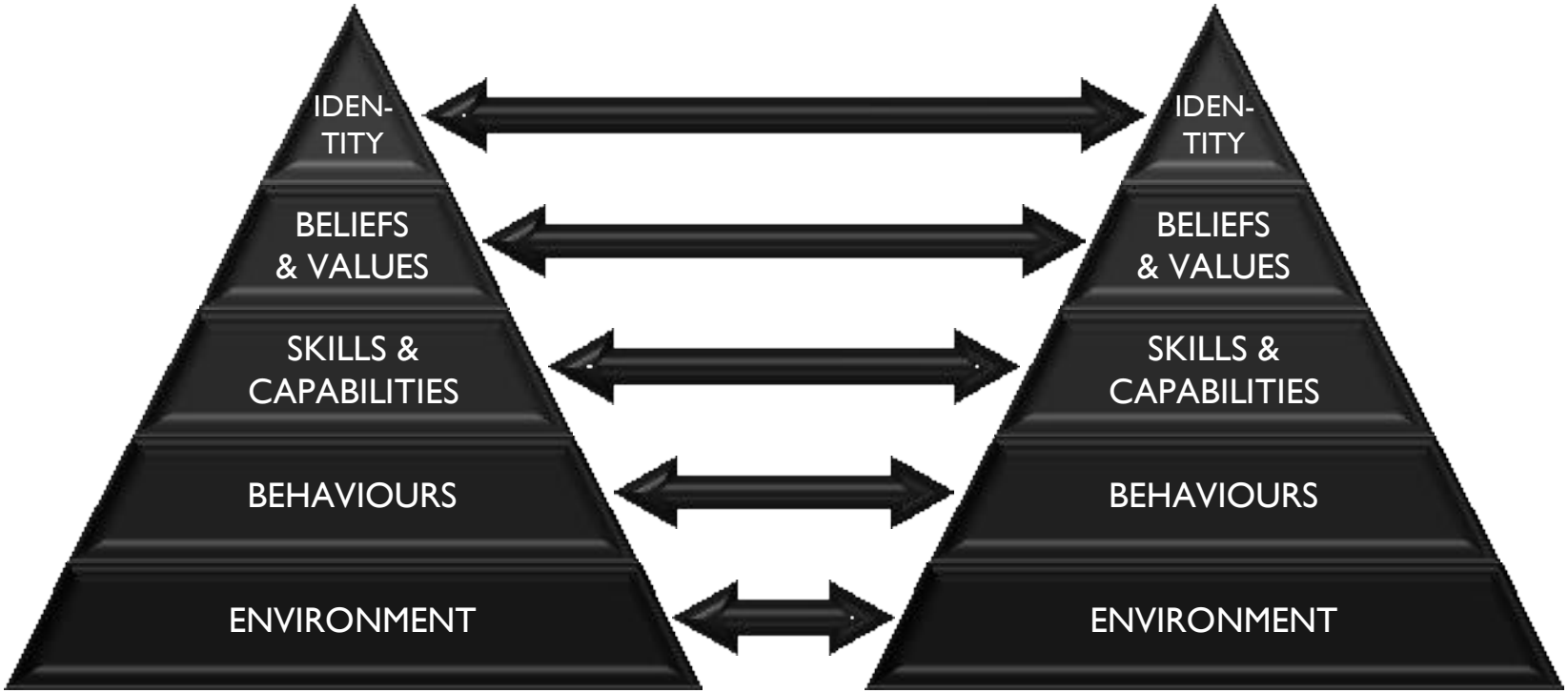
Influence *(Cialdini)*







Rapport: matching at all levels

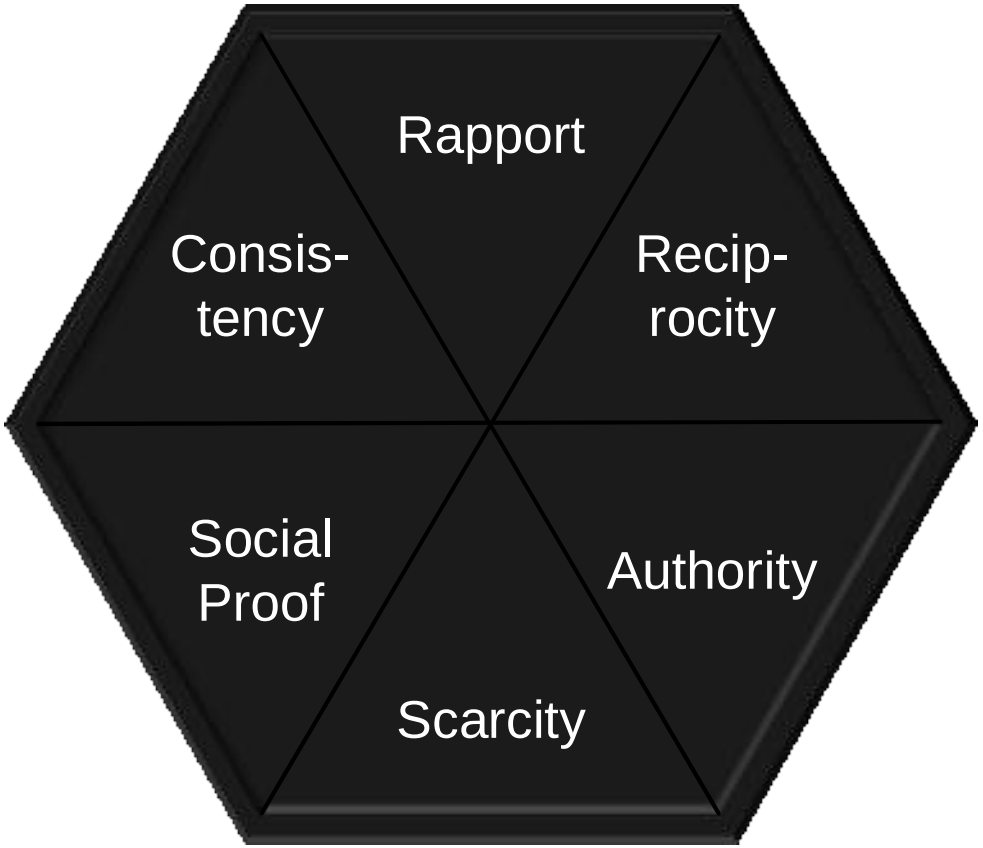


Rapport: matching at all levels

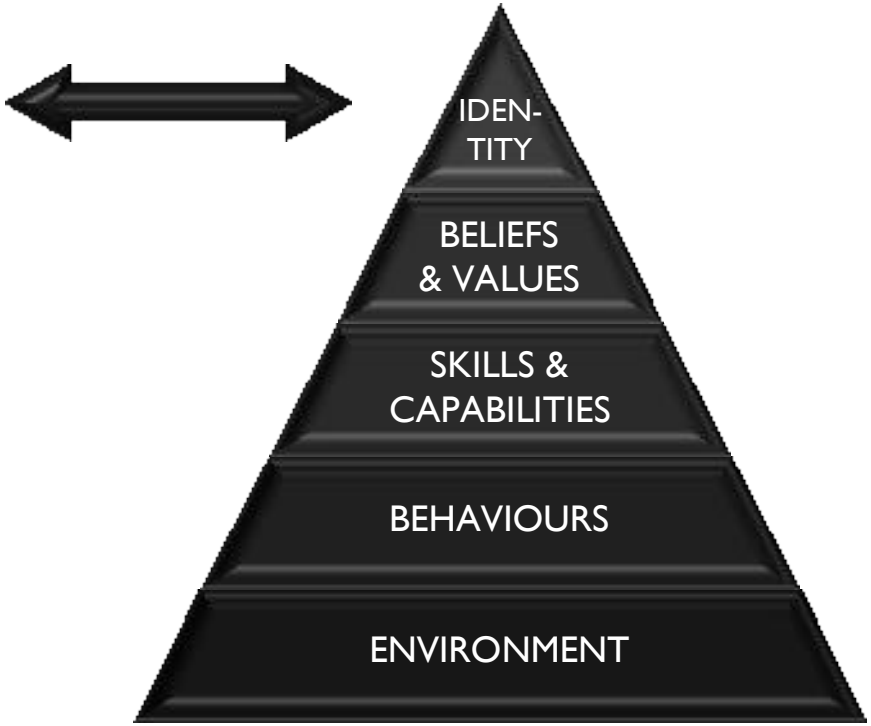
Pace first, then lead

- Establish rapport
  - step into the other person's world
- Match across as many levels as possible
- Maintain your own congruence

Influence *(Cialdini)*

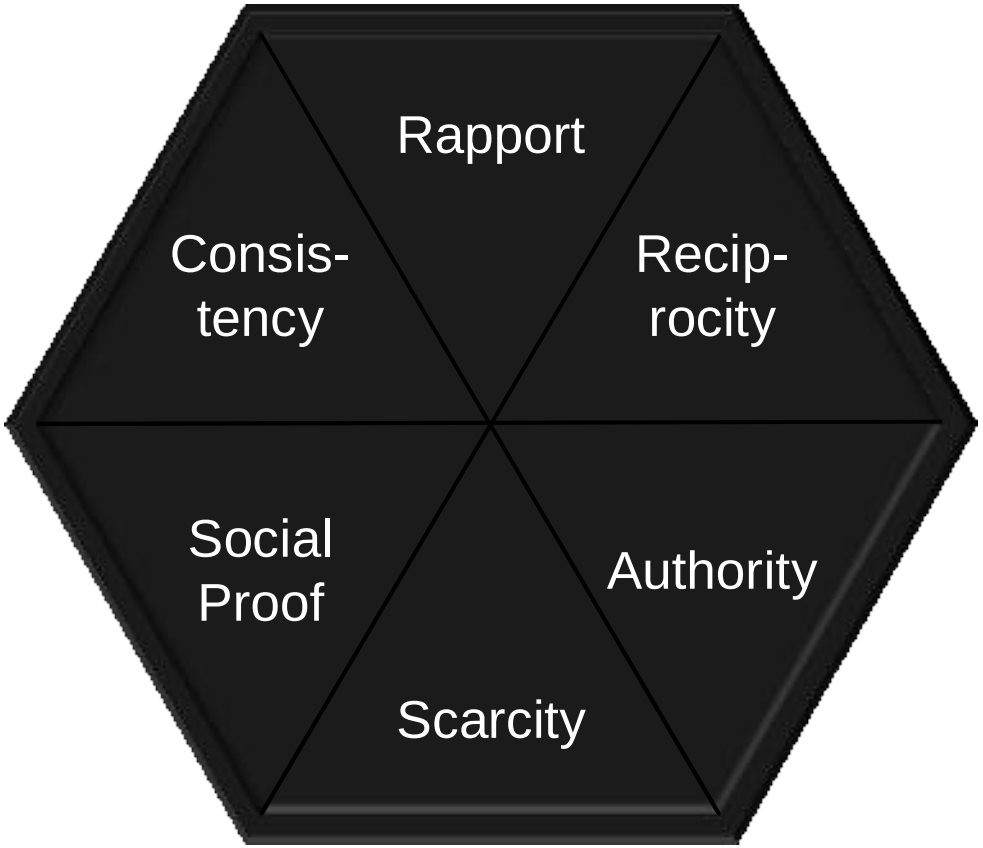


Consistency



Reciprocity

Influence *(Cialdini)*



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Getting on with people

- Your view of the world is true for you
  - theirs is true for them
  - they need to be consistent too
- Increase your influence by building rapport
  - step into their world
  - pace first, *then* lead
- Behaviours much easier to manage than identity
- Manage your ‘state’ before an important meeting
- Help people before they ask
  - they will feel compelled to help you back

References

- ‘Influence’ – Robert Cialdini
- ‘NLP – The New Technology of Achievement’ – Andreas & Faulkner
- ‘Influencing with Integrity’ – Genie Laborde
- NLP training – www.vievolve.co.uk
- Me: brianw@telossolutions.co.uk