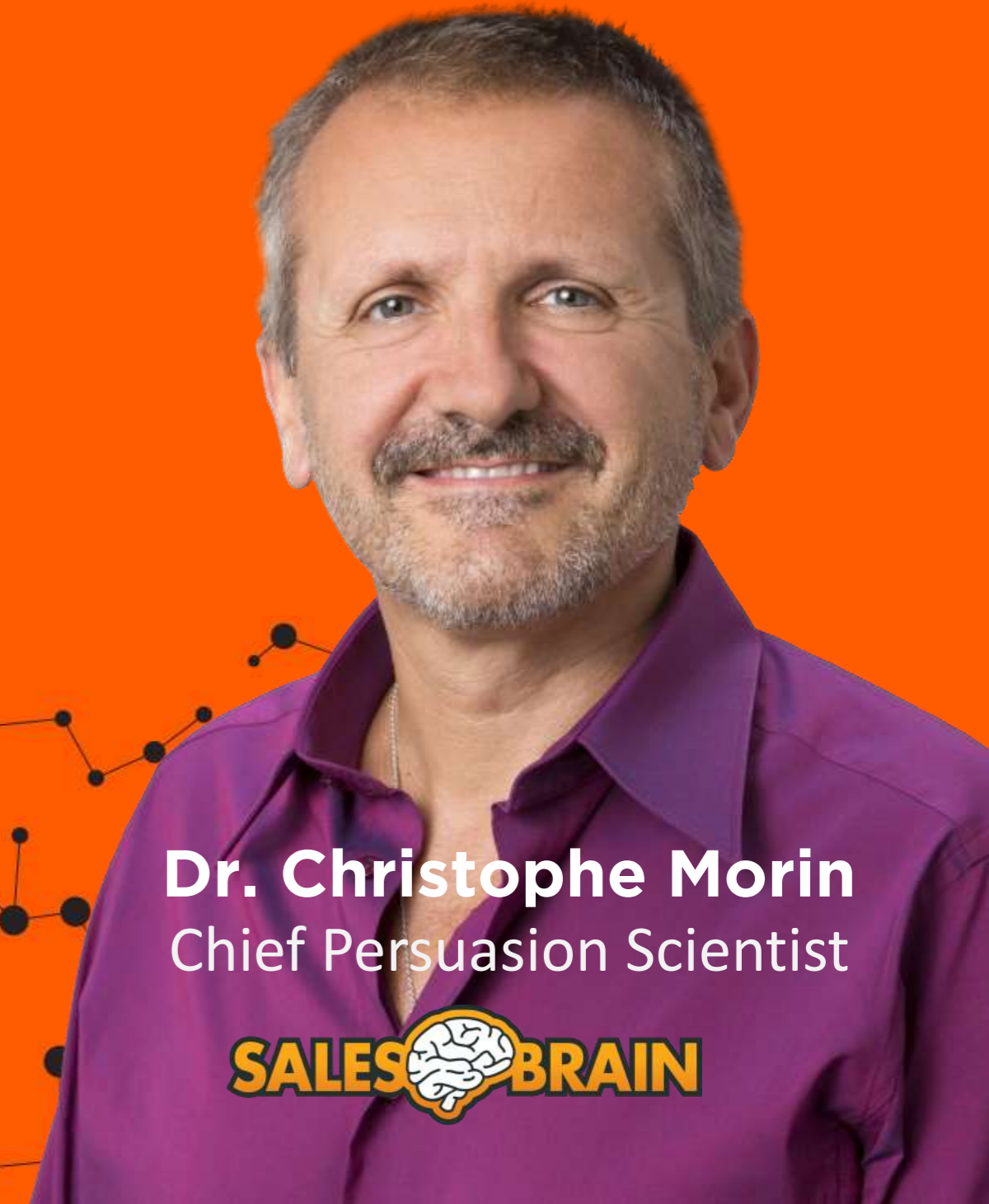
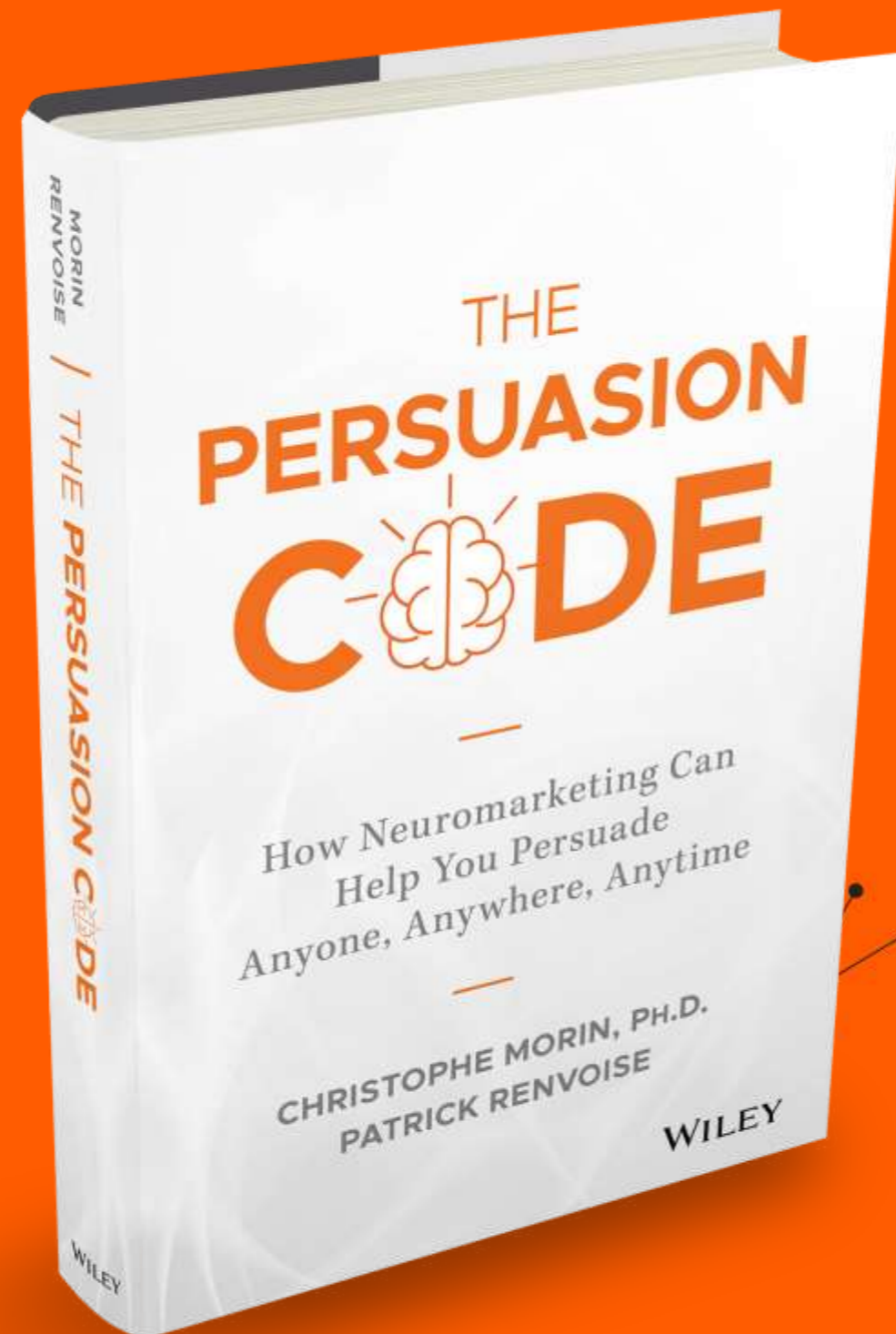


# THE PERSUASION CODE



**Dr. Christophe Morin**  
Chief Persuasion Scientist



# CRITICAL PERSUASION OBJECTIVES...

Can I persuade my enemies to surrender?

Can I persuade allies to increase their support?

Can I persuade young people to not join terrorist groups?

Can I persuade recruits to join the fight?

# ...BUT PERSUASION IS CHALLENGING BECAUSE

## ...IT'S COMPLICATED



**480,000+**

Research Papers



**70,000+**

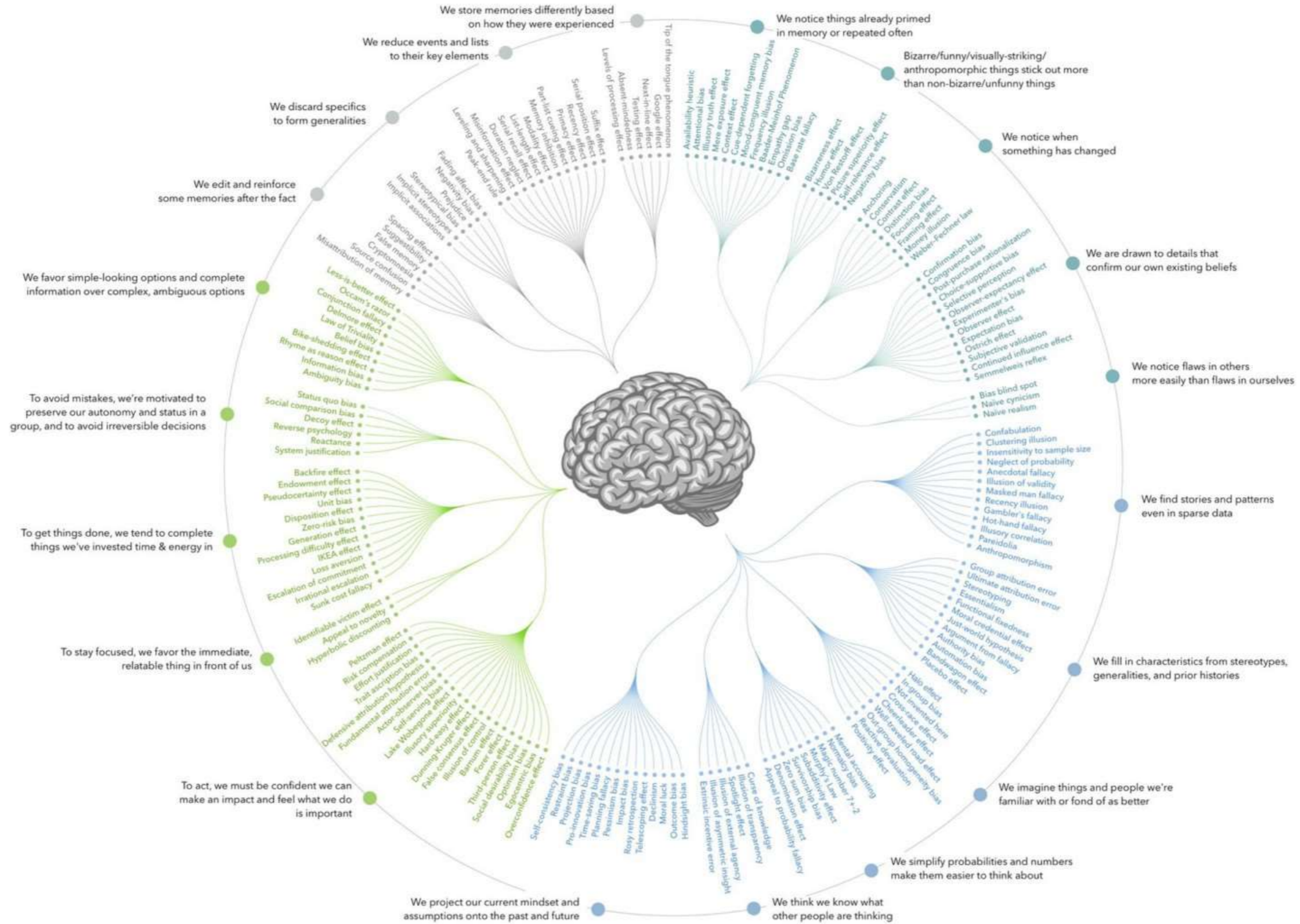
Books



**188**

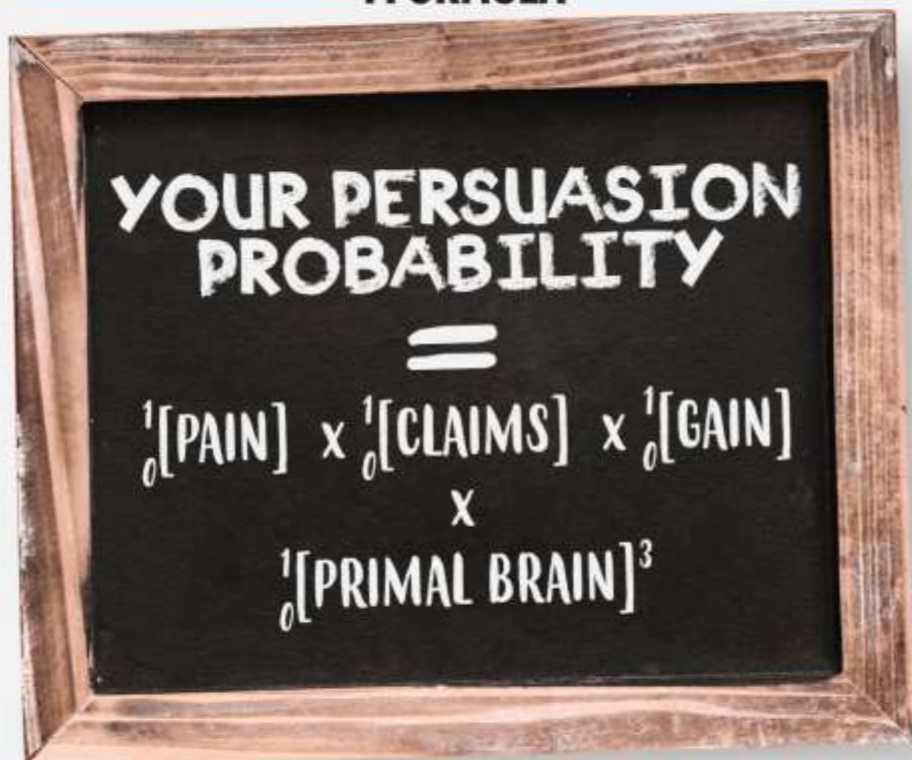
Biases

# COGNITIVE BIAS CODEX, 2016

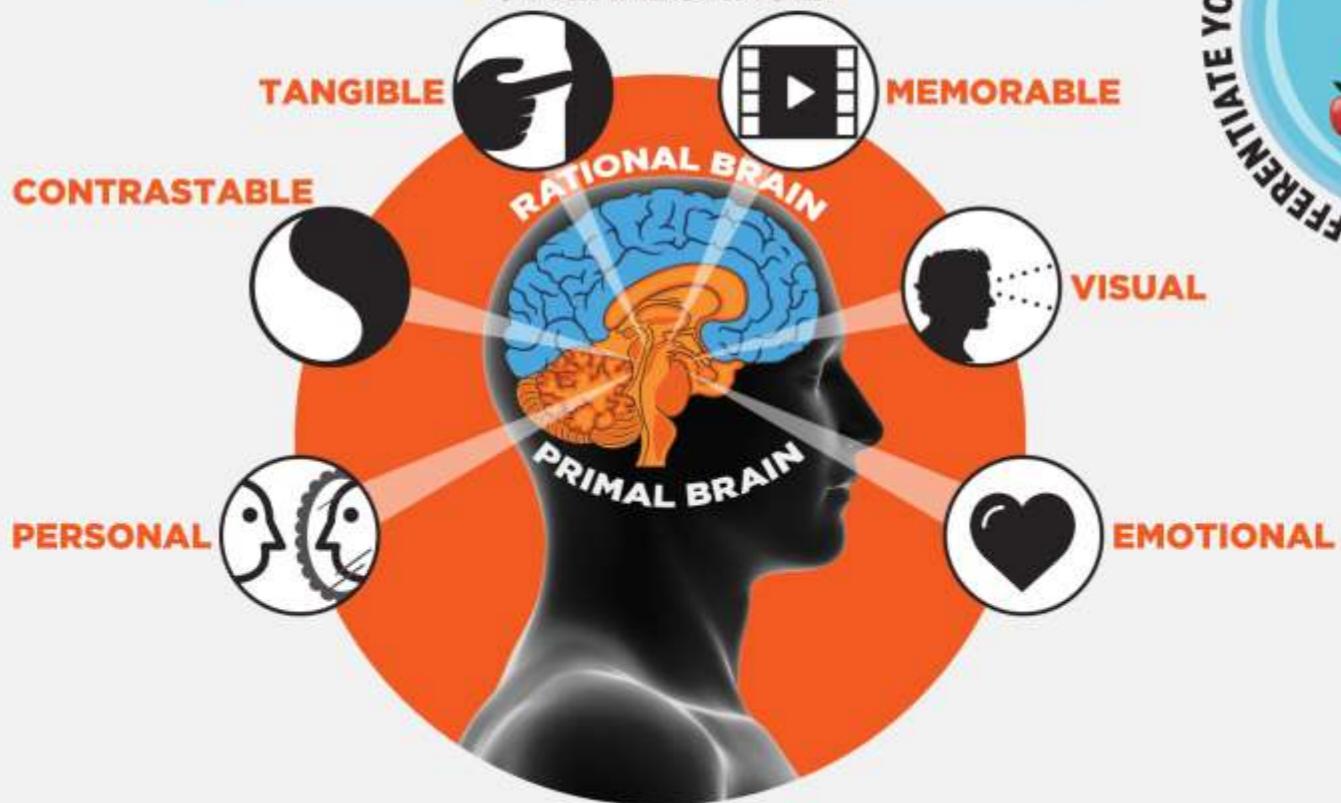


ALGORITHMIC LAYOUT + DESIGN BY JM3 · JOHN MANOOGIAN III // CONCEPT + METICULOUS CATEGORIZATION BY BUSTER BENSON // DEEP RESEARCH BY WIKIPIANIANS FAR + WIDE

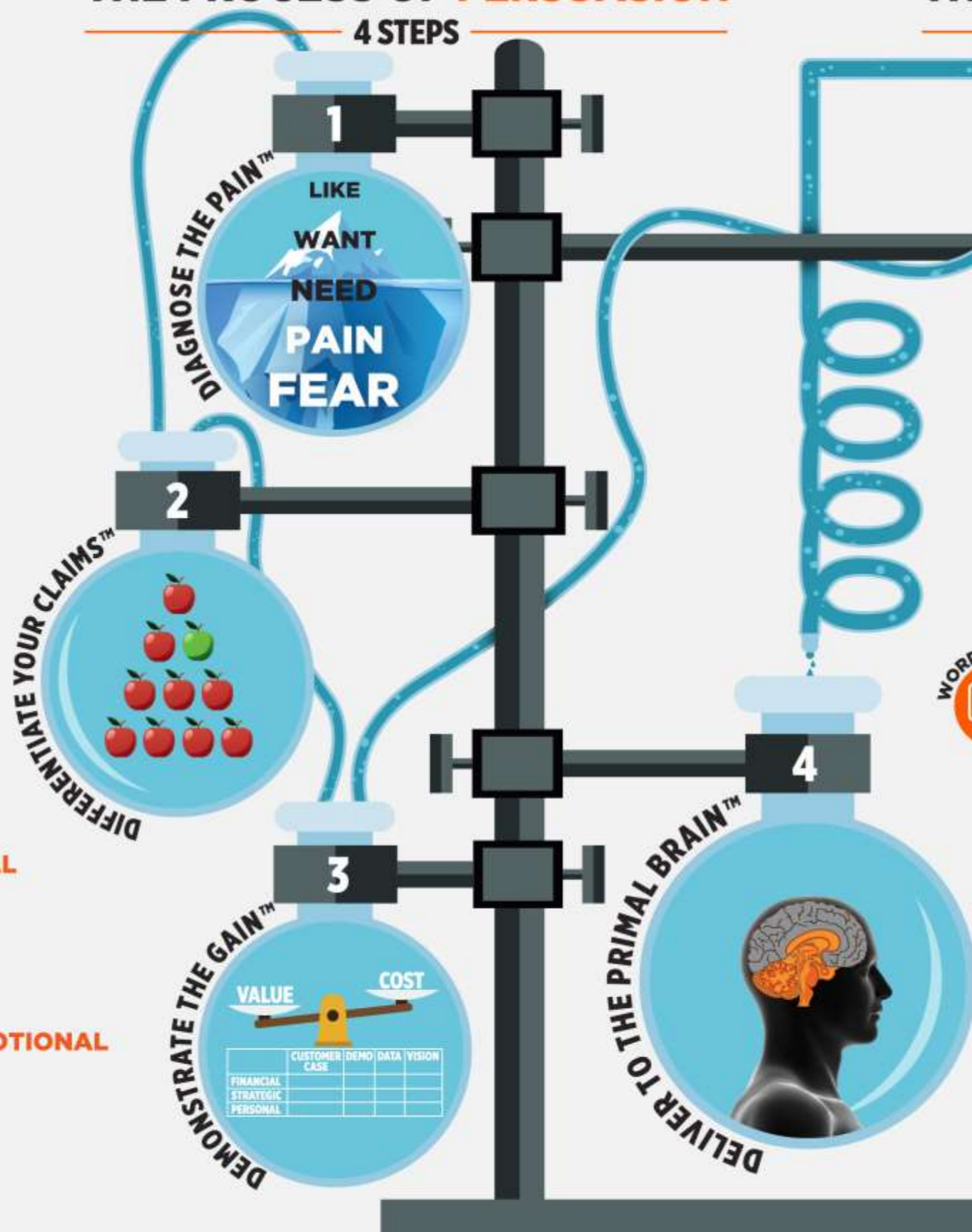
**THE THEORY OF PERSUASION**  
1 FORMULA



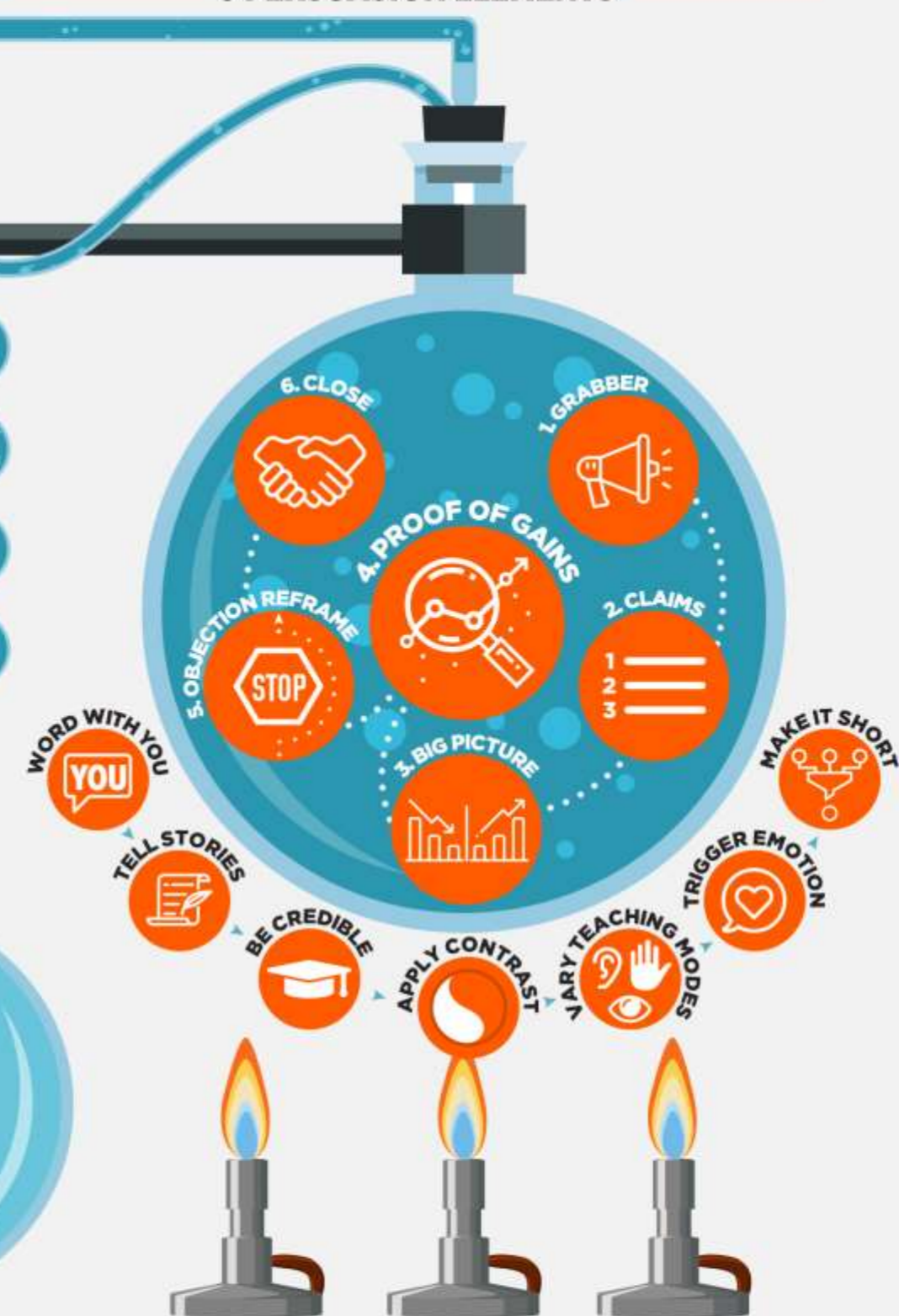
**THE SCIENCE OF PERSUASION**  
6 PRIMAL STIMULI



**THE PROCESS OF PERSUASION**  
4 STEPS



**THE CHEMISTRY OF PERSUASION**  
6 PERSUASION ELEMENTS



**7 PERSUASION CATALYSTS**

**YOUR PERSUASION  
PROBABILITY**

**=**

**$\frac{1}{0}$ [PAIN] x  $\frac{1}{0}$ [CLAIMS] x  $\frac{1}{0}$ [GAIN]**

**x**

**$\frac{1}{0}$ [PRIMAL BRAIN]<sup>3</sup>**

# IMAGINE YOU'RE SELLING WATER

Your **PERSUASION PROBABILITY** =

What You Say

How You Say It

## **PAIN**

How thirsty your prospects are



## **CLAIM**

How unique your water is?



## **GAIN**

Proof that your water can quench thirst better than others

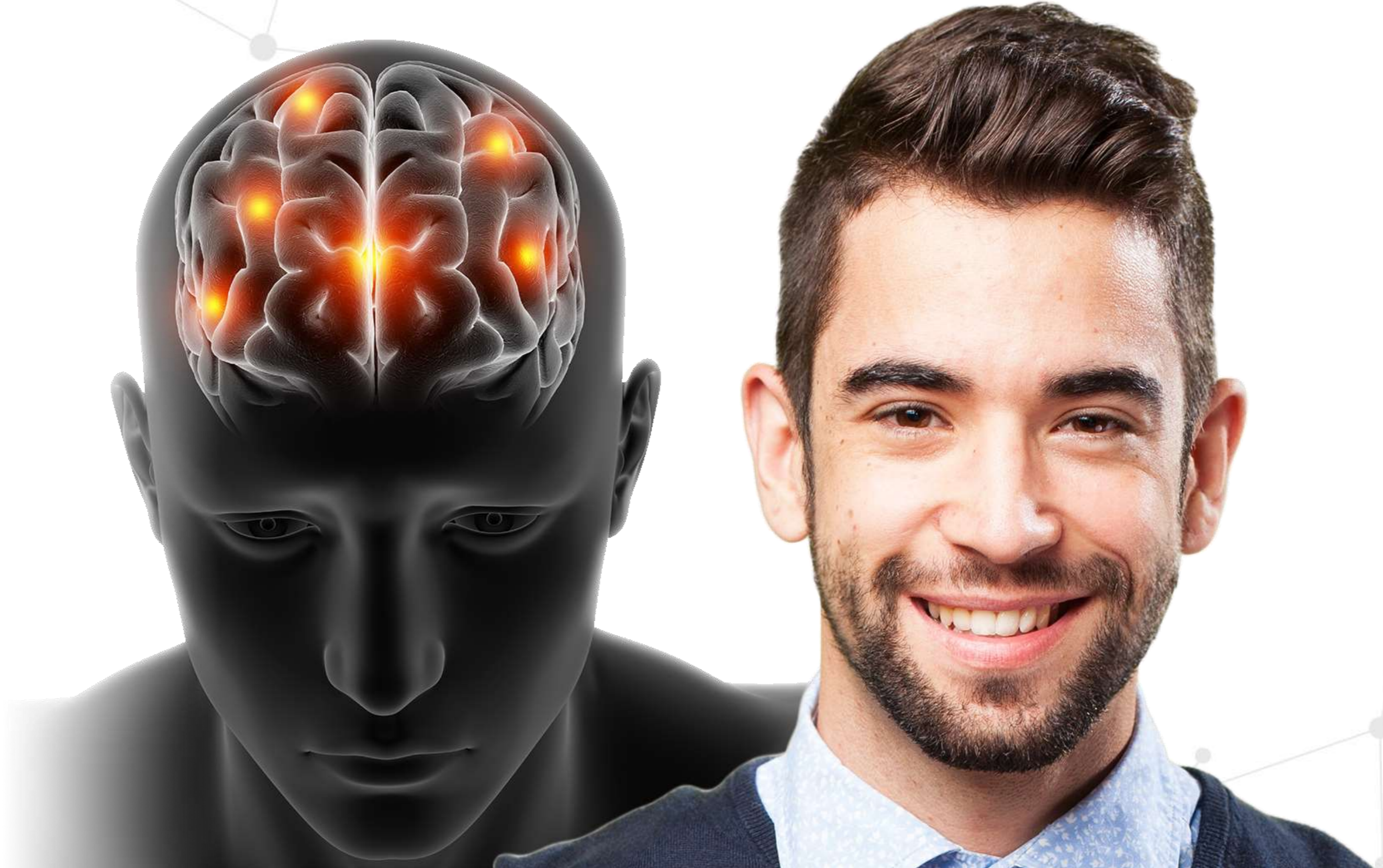


## **PRIMAL BRAIN**

How your message triggers the Primal Brain



# What Persuasion NeuroScience?





# 5 RESEARCH MODALITIES



Automatic Detection  
of Facial Expressions



Emotion Extraction  
from Vocal Data



Eye Tracking

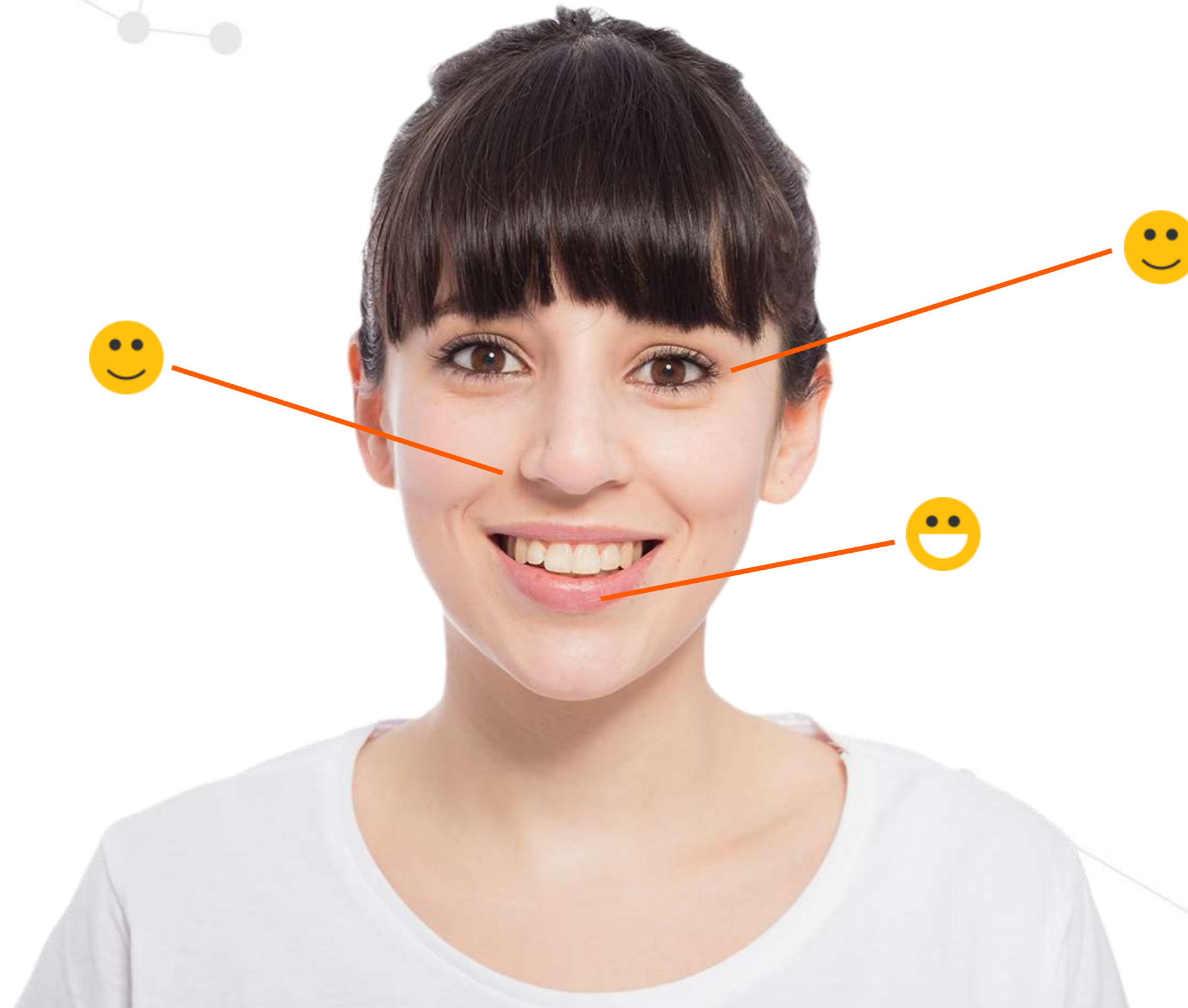


Skin Moisture Data



EEG

# AUTOMATIC DETECTION OF FACIAL EXPRESSIONS



# EMOTION EXTRACTION FROM VOICE DATA



# TRACKING EYE MOVEMENTS & PUPIL DILATION



# DECODING EXCITEMENT FROM SWEAT



# MEASURE OF COGNITIVE ENGAGEMENT: EEG



# 2 BRAINS

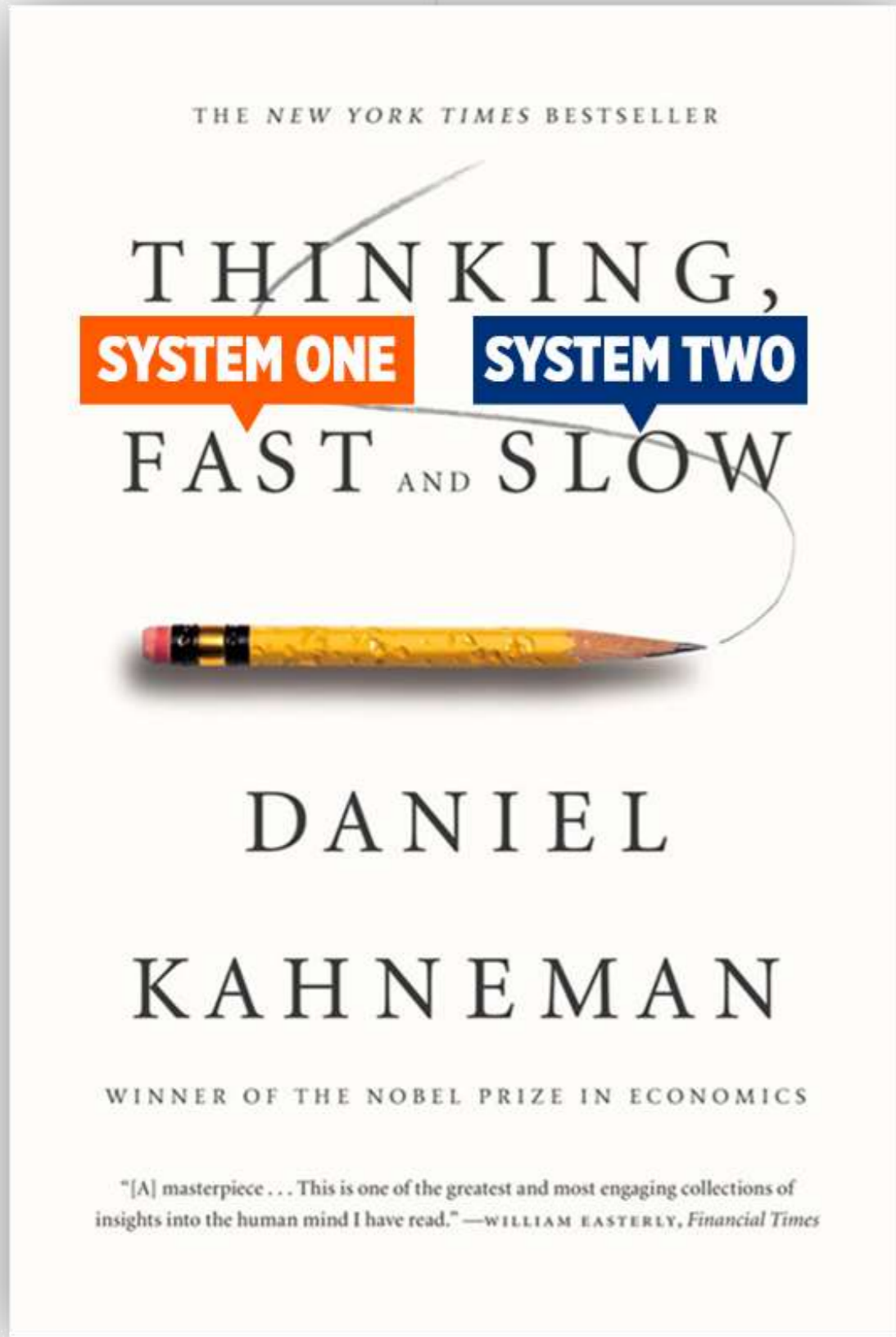


# PRIMAL vs. RATIONAL



<b>Processing Power</b>	<b>Fast but Limited</b>	<b>Slow but Smart</b>
<b>Age</b>	<b>500 M years</b>	<b>5 M years</b>
<b>Time</b>	<b>Immediate Experience</b>	<b>Past, Present, Future</b>
<b>Active</b>	<b>Always On</b>	<b>On/Off</b>
<b>Capabilities</b>	<b>Vigilance, Intuition</b>	<b>Thinking, Reading, Logic</b>
<b>Change Reaction</b>	<b>Seeks Familiarity</b>	<b>Seeks Novelty</b>
<b>Thinking System</b>	<b>Automatic</b>	<b>Deliberative</b>
<b>Capacity to Control</b>	<b>Very Low</b>	<b>Moderate</b>





**PRIMAL  
BRAIN**

**RATIONAL  
BRAIN**



**SYSTEM ONE  
STILL RULES**

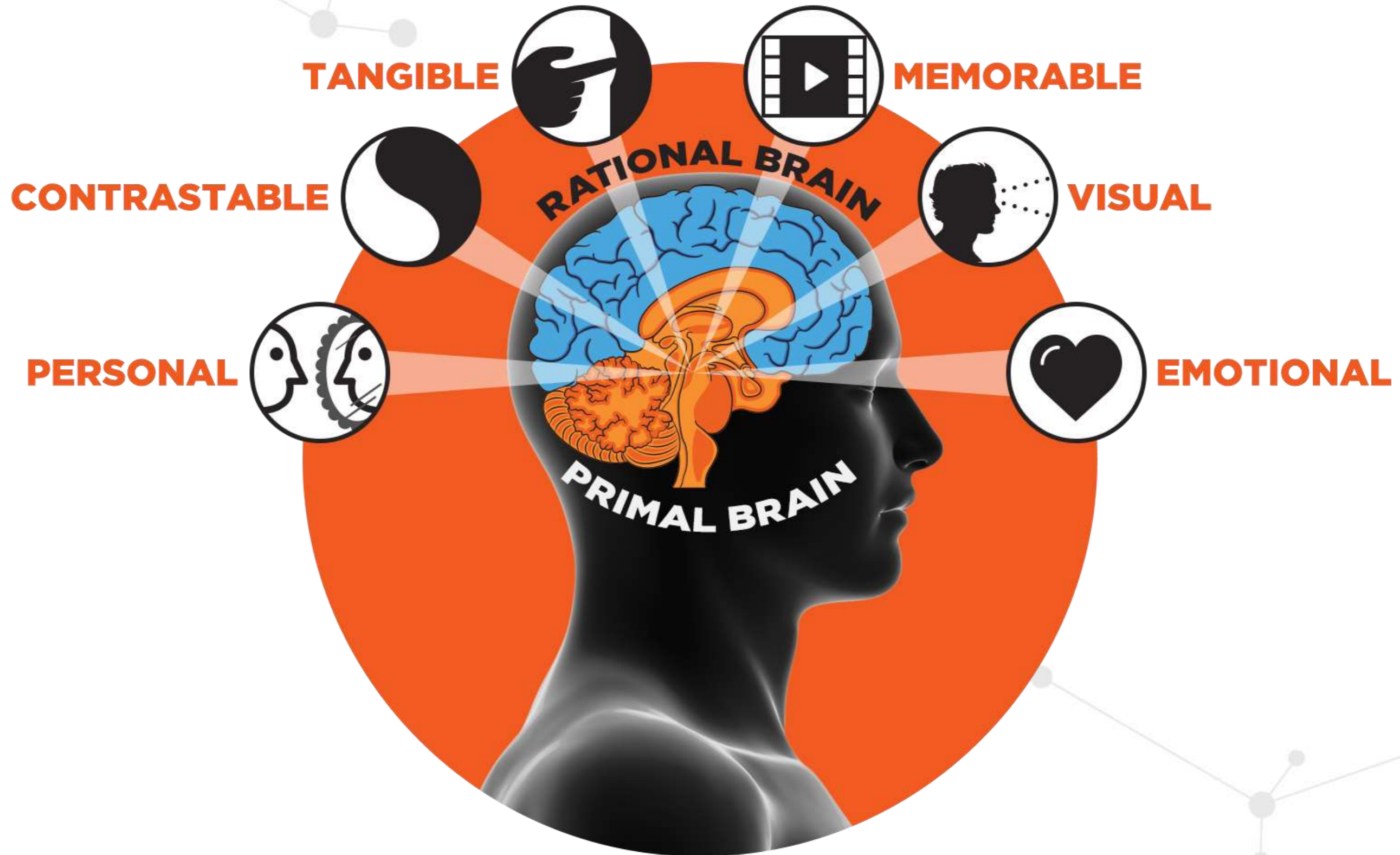
# PRIMAL BIASES & MESSAGE STIMULI

PRIMAL BIASES	PRIMAL STIMULI
Avoid threats and suffering	Personal
Accelerate decisions	Contrastable
Reduce cognitive effort	Tangible
Remember limited information	Memorable
Rely on dominant sensory channel	Visual
Use neurochemicals to decide	Emotional



# THE SCIENCE OF **PERSUASION**

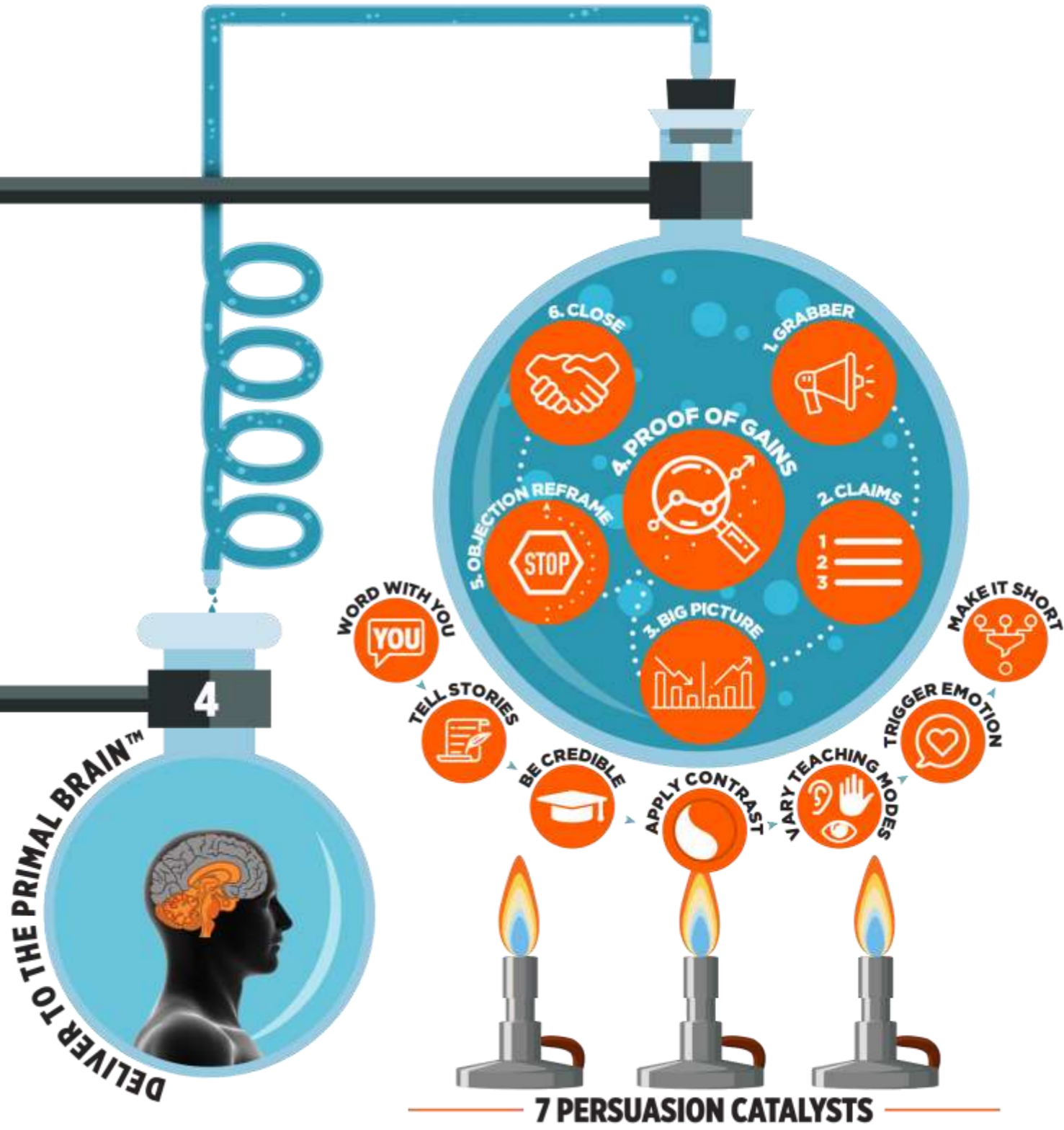
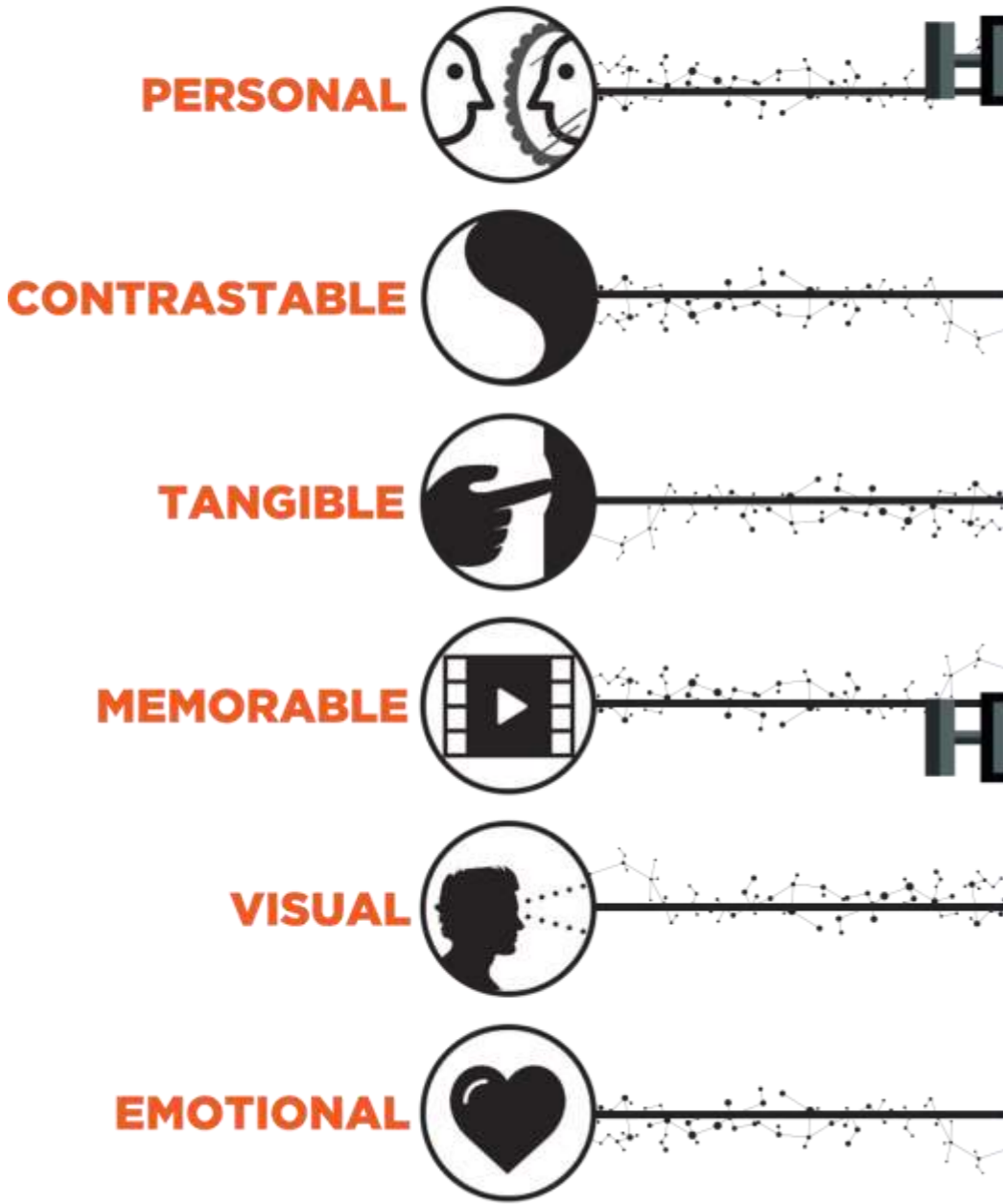
## 6 PRIMAL STIMULI



# DELIVER TO PRIMAL BRAIN

## THE CHEMISTRY OF PERSUASION 6 PERSUASION ELEMENTS

## THE SCIENCE OF PERSUASION 6 PRIMAL STIMULI



# SALESBRAIN CUSTOMERS -ABSTRACT



Microsoft



facebook



SIEMENS

VARIAN  
medical systems

LinkedIn



EPSON

CORNING

esurance  
an Allstate company

AVON

ciena

Alcatel-Lucent

HITACHI

MONT  
BLANC

SPARKLING  
ICE

TransUnion

AREVA

DentalPlans.com



FAIRCHILD  
SEMICONDUCTOR

VISTAGE  
better leaders - decisions - results

Bill.com

CRÉDIT  
AGRICOLE

JLL

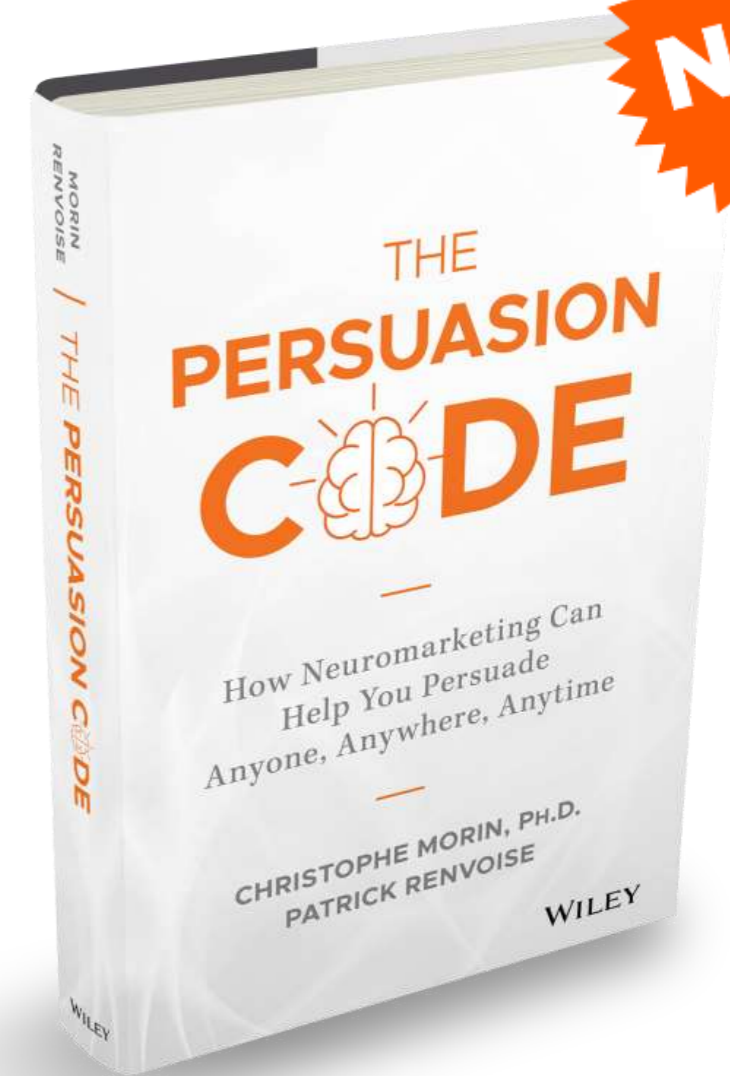
YPO WPO  
Lifelong Leadership

SUNPOWER

CBRE

Iba

- >200,000 copies in 12 languages
- Over 100,000 execs trained
- 800 customers in >20 countries
- New book commissioned by Wiley



**WHAT DO YOU**

**THINK?**