

## Influencing Language Summary

- supplement to Anne and Bob's June Motivation Article in The McHenry County Business Journal

Following are the major patterns from Roger Bailey's work with meta-programs. Each of the trait orientations will respond differently to language that is "speaking to them."

### MOTIVATIONAL TRAITS

#### LEVEL

Proactive: do it; go for it; jump in; now; get it done; don't wait  
Reactive: understand; think about; wait; analyze; consider; might; could; would; the important thing is to ...

#### DIRECTION

Toward: attain; obtain; have; get include; achieve  
Away From: avoid; steer clear of; not have; get rid of; exclude; away from

#### SOURCE

External: so and so thinks; the impact will be; the feedback you'll get; the approval you'll get; others will notice; give references; results  
Internal: only you can decide; you know its up to you; what do you think; you might want to consider

#### REASON

Options: break the rules just for them; opportunity; choice; expanding; options; alternatives; possibilities  
Procedures: speak in procedures: first; then; after which; the right way; tried and true; tell them about the procedures they will get to use

#### DECISION FACTORS

Sameness: same as; in common; as you always do; like before; unchanged; as you know

Sameness with Exception: More; better; less; same except; evolving; progress; gradual improvement

Difference: new; totally different; completely changed; switch; shift; unique; revolutionary; brand new; one of a kind

Sameness with Exception and Difference: (both sameness with exception and difference vocabulary will work)



## WORKING TRAITS

### SCOPE

- Specific: exactly; precisely; specifically (and give lots of details in sequence)  
General: the big picture; essentially; the important thing is; in general; Concepts

### ATTENTION DIRECTION

- Self: (keep communication focused on the content)  
Other: (influenced by the depth of rapport)

### STRESS RESPONSE

- Feeling: happy; intense; exciting; mind boggling; wonderful  
Choice: empathy; appropriate; makes good sense and feels right  
Thinking: clear thinking; logical; rational; cold reality; hard facts; statistic

### STYLE

- Independent: do it alone; by yourself; you alone; without interruption; Total responsibility and control  
Proximity: you'll be in charge with others involved; you'll direct; lead; your responsibility is X; their's is Y  
Co-operative: us: we; together, all of us; team; group; share responsibility; do it together, let's

### ORGANIZATION

- Person: (use personal pronouns and people's names); feelings; thoughts; feel good; people  
Thing: (impersonal pronouns) things; systems; process; task; job; goal; Organization; company; accomplishments

### RULE STRUCTURE

No particular words or phrases—you can match these patterns as you talk

### CONVINCER CHANNEL

- See: must see data to get convinced  
Hear: must hear data to get convinced  
Read: must read data to get convinced  
Do: must do it, or work with someone to get convinced

Anne Ward and Bob Sandidge are trainers who apply this meta-program information to communication programs for executives, managers, marketers, trainers and sales people. This research is particularly powerful in marketing and sales or anywhere an idea, concept or product is presented to another person. Bob and Anne use these and other language technologies in developing marketing programs for their clients.

[www.PerfectingTheProcess.com](http://www.PerfectingTheProcess.com)

or directly to our training site at <http://creativecore.com/nlpeople/>

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