

THE JORDAN HARBINGER SHOW

Worksheet for Bob Burg | The Five Secrets of Ultimate Influence (Episode 31)

In this divisive day and age, knowing how to influence others gives you a rare edge. But how can you ensure you're approaching influence from a place of persuasion rather than manipulation?

In [episode 31](#), [*The Go-Giver Influencer: A Little Story About a Most Persuasive Idea*](#) co-author Bob Burg explained the five secrets of ultimate influence -- master your emotions, listen with the back of your neck, set the frame, communicate with tact and empathy, and let go of having to be right -- and how to make them work.

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Imagine the Change You Want to See in Yourself

Visualization is a cognitive tool using imagination that can be a powerful way to train yourself by mentally rehearsing an action, response, or outcome. This method helps you prepare for situations you haven't experienced yet and is effective because your subconscious mind can't differentiate between that which is real and that which is being suggested to it.

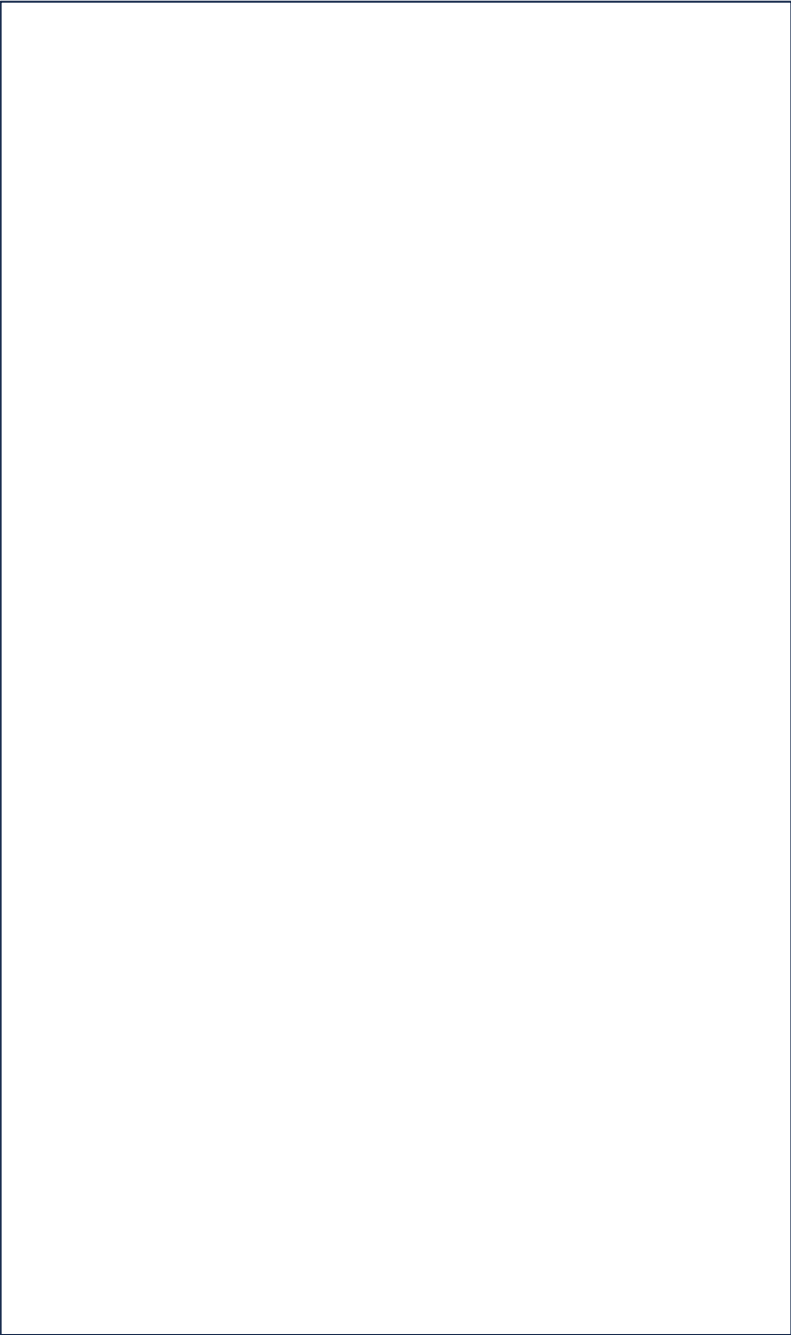
When Jordan asks Bob how we can be a bit more practical in our attempts to master our emotions, Bob tells him that the very first step is to recognize that there is a different way of doing things and recommends the following visualization exercise:

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- 1. Picture in your mind the last time someone really pushed your buttons and you lost your cool. How did that feel afterwards? Write down your observations on the next page.**
- 2. Now imagine that they did the same thing and you handled it perfectly. What was different? What can you learn from these differences? Write down your observations again.**
- 3. Finally, visualize future situations similar to the situation above -- something that would really bother you. Imagine your reaction. Picture yourself actually responding in the moment. How do you feel? What do you say? How do you calm yourself? How do you respond productively?**

Note: Continue to practice this and other scenarios using visualization in an ongoing fashion. Make note of the next time you find yourself in a similar situation -- document the areas where you've improved and where you need some more practice.

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Pull, Don't Push

Bob shares that being a persuader (as opposed to being a manipulator) is a good life and business skill. He mentions this aspect of influence throughout the discussion as “pulling” instead of “pushing.” Instead of trying to get people to do what you want, we should tap into what other people need and desire and *attract* them.

Think of a few times recently where you've wanted to influence someone to behave or think differently. Were you naturally trying to push/ manipulate or pull/ persuade in the more selfless manner in which Bob discusses? How much were you actually listening to the other person and being empathetic to them? On the next page, write down a few ways in which you could focus more on influencing rather than manipulating in the future.

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Behavior Isn't as Rational as We Think

While we like to think that we do things for some greater good, or that our perspective is considerate of other people, this can often just be a rationalization.

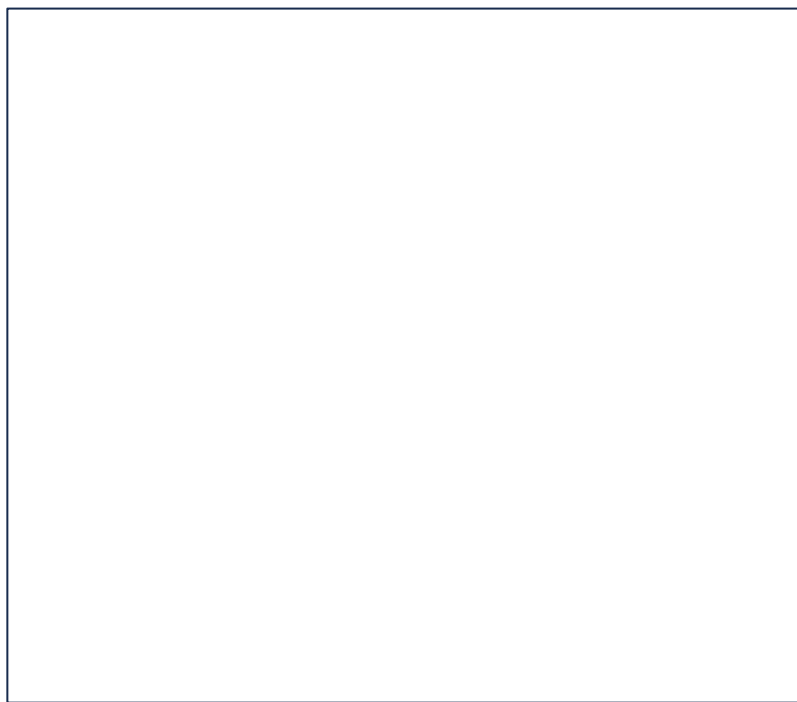
Bob states: “When we rationalize, we’re simply telling ourselves ‘rational lies.’”

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This is in alignment with a point that [Simon Sinek](#) makes in his book [*Start with Why: How Great Leaders Inspire Everyone to Take Action*](#) -- that the emotional, illogical part of our brain, our limbic brain, is responsible for our decision-making and that and our language part of the brain (the neocortex) allows us to rationalize those decisions.

In that context, consider this: If we're not careful, we can fall into well-intentioned, yet manipulative behavior that we rationalize ("I'm doing this for their own good," for instance). Think about a recent time when you found yourself acting in a manipulative way and then rationalized it. How do you think you could have been aware sooner of your rationalization? How do you think you could have flipped the script to influence positively instead of through manipulation? Feel free to jot down your observations on the next page.

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Minimum Effective Dose

When discussing Bob's "listen with the back of your neck" technique, Jordan makes a joke that he may lean in too far, focusing on the back of his neck instead of what the person was saying. Bob shares that in the development of influence, persuasion, and people skills, we can see a dramatic improvement with just a little bit of practice.

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We don't have to master things, just become proficient, which takes much less time. Tim Ferriss popularized a similar concept in his book [The 4-Hour Body](#), calling it the "Minimum Effective Dose." The idea is that there is a certain amount of effort which produces the most amount of desirable change toward an outcome, but that beyond that, further change requires more and more disproportionate effort.

Consider the ways in which this concept could apply to some of the information you gleaned from this episode and use the next page for your notes. Pick a couple of insights to practice and apply them to your life with a focus on trying to figure out how much change is "good enough" for a desired effect. Remember to create some kind of metric against which you can gauge whether or not you were successful. Asking a close friend or family member to give you feedback may also be worth considering.

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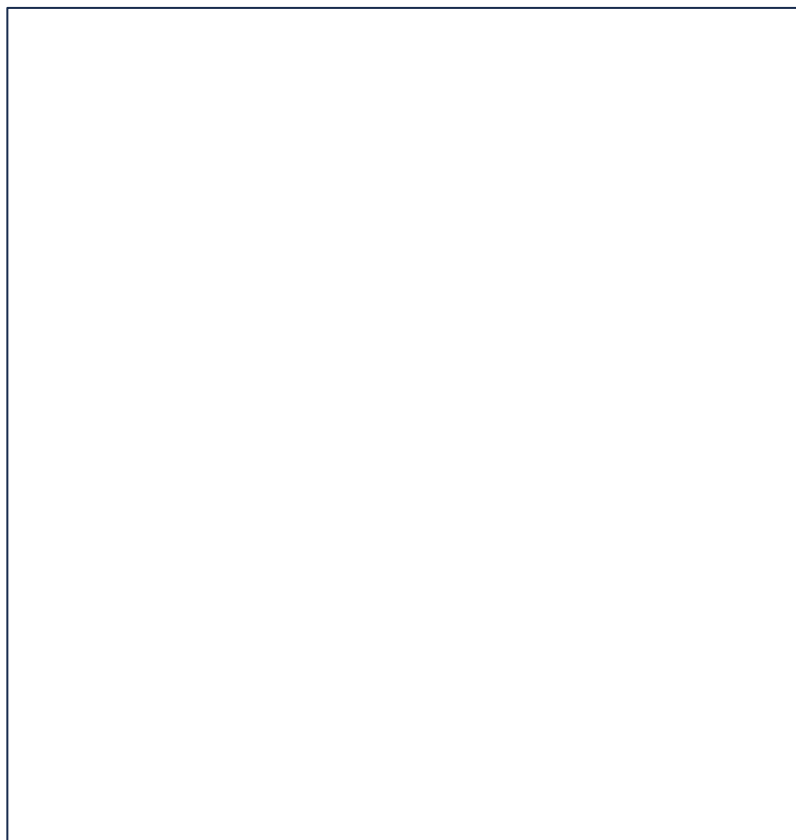
Reframing for the Win

Bob shares a story of a close call in a parking lot to illustrate the power of reframing a negative situation to diffuse it, cautioning us not to buy into someone else's frame.

Think of a few recent times in which you adopted someone else's negative frame. In what ways could you have reframed each situation for a better outcome?

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Think about your emotional cues in those situations. Write down a few observations about ways you will practice responding better in future situations.

A large, empty rectangular box with a thin black border, intended for the user to write down their observations and practice plans as instructed in the text above.

Full show notes and resources for this episode [can be found here](#).

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About



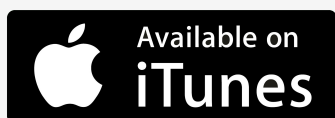
Join Jordan Harbinger (critically acclaimed host, formerly of The Art of Charm) as we get deep into the untapped wisdom of the world's top performers -- from legendary musicians to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these insights into your own life and live what you listen.

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