

The Science of Social Engineering

NLP, Hypnosis and The Science of Persuasion

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Outline

- * **The Basics**

- * Social Engineering and Persuasion

- * **The Language of Influence**

- * **Framing - Context over Content**

- * **Hypnosis**

- * The art of communication

- * **Putting it all together**

The Language of Influence

- * **Language is the prime mode of influence**
 - * What is the differentiates skillful use of language?
 - * Language is the programming language of the mind
- * **The Main Functions of Language (and the mind)**
 - * Deletion
 - * Distortion
 - * Generalization
- * **The Meta Model and The Milton Model**
 - * Precision and Artful Vagueness

Framing

- * **Context Is More Important than Content**

 - * Human Nonlinearity

- * **The Cognitive Frame**

 - * How do I establish a context for influence?

 - * Cialdini - The Master of the Frame

- * **Moving and Controlling Frames**

 - * What Color is Your Parachute?

The Language of Influence

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Hypnosis

- * **Hypnosis is not what you think it is.**

- * Dave Elman: *"a state of mind in which the critical faculty of the human mind is bypassed, and selective thinking established."*

- * **Traditional Hypnosis**

- * Structured attention

- * **Milton's (and Grimm's) Art**

- * Use (apparently) unstructured attention

- * Patterning and framing through metaphor

- * **The Mental Buffer Overflow**

Back to Social Engineering

- * **Bringing it back to the real**
 - * *Structured Examples of Reality*

- * **Social Engineering is All About Framing**
 - * Back to Cialdini - pick your frame
 - * Use language artfully within the engagement

- * **Putting it all together**

Thanks

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