

Behaviors

The following links are my collection of behaviors. More specifically, behaviors that are important to **product managers**. I've found that being aware of human behavior is as important as the latest tools or frameworks.

Categories:

- [attention](#)
- [attitude](#)
- [beliefs](#)
- [bias](#)
- [bragging](#)
- [bystander effect](#)
- [charisma](#)
- [charity, chivalry](#)
- [choices](#)
- [collecting](#)
- [coolness, desire, envy](#)
- [commitments](#)
- [concepts](#)
- [\(self\) confidence](#)
- [creativity](#)
- [criticism](#)
- [delegation](#)
- [failure \(fear of\)](#)
- [familiarity](#)
- [fascination](#)
- [feedback](#)
- [getting things done](#)
- [grit, hustle](#)
- [habits](#)
- [humility](#)
- [influence](#)
- [interrogations](#)
- [leadership](#)
- [likeability](#)
- [loyalty, trust, honesty](#)
- [mental models](#)
- [mentoring](#)
- [motivations](#)
- [negotiation](#)
- [persuasion](#)
- [power, respect](#)
- [pressure](#)
- [prospect theory](#)
- [promotions](#)
- [rituals](#)
- [rhyming](#)
- [scarcity](#)

- [signaling](#)
- [social proof](#)
- [spin, subterfuge](#)
- [stoicism](#)
- [surprise](#)
- [symbolism](#)

Attention

[How to Seize Attention - from a Sideshow Barker \(Better Humans\)](#)

[Attention Theories \(Changing Minds\)](#)

[Grabbing Attention - and Holding On to It \(InstigatorBlog\)](#)

[How to REALLY Pay Attention \(Medium\)](#)

Attitude

[How to Build your Attitude Muscle](#)

[The Principles of Adult Behavior](#)

[The Three Types of Specialists Needed for Any Revolution](#)

beliefs

[How Belief Works - Some Theories](#)

Bias

[Is it Better if It's MAN-made? \(Stanford GSB\)](#)

[How to avoid cognitive biases when you get paid to think](#)

[The Most Common Cognitive Biases, Visualized](#)

[Which Cognitive Bias is Making NFL Coaches Predictable?](#)

[Take the Other to Lunch \(TED\)](#)

[18 Types of Mental Mistakes Caused by Cognitive Bias](#)

[How Cognitive Biases Affect Your Decisions](#)

[A Cognitive Bias Cheat Sheet](#)

[Why too much evidence can be a bad thing](#)

[Biases and Blunders](#)

Bragging

[The Best Article on Bragging - Ever](#)

Bystander effect

[Why "Open Secrets" exist in Organizations](#)

Charisma

[12 Influence & Charisma Tactics](#)

[8 Ways to be Uber-Charismatic](#)

[The Anatomy of Charisma](#)

[Who Wouldn't Want to be More Charismatic?](#)

[The Tricks to Make Yourself Effortlessly Charming](#)

[8 Body Language Tricks that are Hard to Master, but will Pay Off Forever](#)

Charity | chivalry

[The Principle of Charity](#)

[Rules for a Knight - a Timeless Guide](#)

[How to Be Polite](#)

Choices

[The Paralyzing Effect of Choice](#)

Collections

[What Makes People Collect Things?](#)

Coolness, desire, envy

[The Science of Snobbery](#)

[Why is Art Expensive?](#)

[Save it for Later: Bookmarking Apps and the Wish Economy](#)

[How to Manufacture Desire](#)

[The 4-Letter Code to Selling Just About Anything](#)

[The Neurological Pleasures of Fast Fashion](#)

[The Psychology of a Fanboy: Why You Keep Buying the Same Stuff](#)

Commitments

[Precommitment: Burning Bridges as a Strategic Decision](#)

Concepts

<https://conceptually.org/>

(self) Confidence

[Everybody Experiences Imposter Syndrome](#)

[Self-Appointed Geniuses](#)

Creativity

[Gamestorming](#)

[How to Use the "Equal Odds" Rule](#)

[The Psychology of Limitations](#)

Criticism

[How to be Resilient in the Face of Harsh Criticism](#)

Delegation

[Identify Leaders by Giving People Assignments](#)

[The Complete Guide to Delegation for Leaders](#)

[Turn the Ship Around](#)

[Turn the Ship Around \(Google Doc summary\)](#)

[Be a Minimally Invasive Manager](#)

Failure

[Missing the Point about Failure](#)

[Scott Adams: Fail at Everything](#)

Familiarity

[The Science of Familiarity](#)

Fascination

[What are Personality "Archetypes"?](#)

[The Seven Triggers of Fascination](#)

Feedback

[The Essential Guide to Difficult Conversations](#)

[Have the Courage to Be Direct](#)

[The Key to Giving & Receiving Negative Feedback](#)

Getting things done

[8760 Hours: A Framework](#)

[Henry Rollins on Defining Success](#)

[Things that are NOT progress](#)

[Scott Hanselman's Productivity Tip Sheet](#)

[GTD in 15 Minutes: A Programmatic Guide](#)

[Do Something Small. Every Day.](#)

Grit, hustle

["Flow is the Opiate of the Masses - How to Improve from an Accomplished Piano Player](#)

[A Dozen Lessons from Anthony Bourdain](#)

[Navy SEALs, grit & resilience](#)

[The Invention of Sliced Bread](#)

[The Hustler's MBA](#)

Habits

[Transform Your Habits, v2 \(pdf\)](#)

[Hooked \(Book Summary\)](#)

[Made to Stick \(Book Summary\)](#)

[The Fastest Way to Improve Your Life \(Better Humans\)](#)

[Hacking Habits to Make New Behaviors Stick \(99u\)](#)

[How to Stop Checking Your Phone \(Bakadesuyo\)](#)

[Finding that One Tiny, Addicting Behavior \(InstigatorBlog\)](#)

[The Toothbrush Test \(TNW\)](#)

[How to Make your Products Scientifically Irresistible \(Gainsight\)](#)

[Habits and Hooks \(CMXhub\)](#)

[The Habit Zone \(Nir and Far\)](#)

[Ryan Holiday interview \(Nir and Far\)](#)

[Building a Habit Guide \(James Clear\)](#)

[Habit Stacking \(Farnam Street\)](#)

[Habits are the New Viral: Why Startups Must be Behavior Experts \(TechCrunch\)](#)

Humility

[Accidental Leadership](#)

[Fixing the "Smartest Person in the Room" Issue](#)

[The Manager Who Kept a Six-Year Diary of her Mistakes](#)

Influence

[Knowing When to Shut Up](#)

[How to Get an MBA from Eminem](#)

[Google: You Don't Need Power to Drive a Strategy](#)

[Influence Tactics: A Taxonomy](#)

[The Four Components of Influence](#)

[The Nine Primary Tactics Used to Influence Others](#)

[Moving Your Agenda Forward](#)

[You're Already More Persuasive than You Think](#)

[A/B Testing as a Surprisingly Effective Management Tool](#)

[Nudge \(Book summary - slideshare\)](#)

[The Tipping Point \(book summary\)](#)

[50+ examples of Robert Cialdini's 6 Principles Of Influence](#)

[23 Psychological Life Hacks to Gain an Advantage](#)

Interrogations

[This psychologist explains why people confess to crimes they didn't commit](#)

Leadership

[Carl Braun on Communicating Like a Grown-Up](#)
[The Great CEO Within](#)
[Awesome Leading & Managing List \(GitHub\)](#)
[How An Ancient Chinese War General Would Run Your Startup Better](#)
[Servant Leadership: Tastes Great. Less Filling.](#)
[Leadership Lessons from the Boston Red Sox](#)
[Lincoln's Principles of Leadership](#)
[U.S. Army Engineer School Commandant's Reading List](#)
[Eight Common Traits of Uncommon Product Leaders](#)
[Tribal Leadership](#)
[Why Should Anyone Be Led By You?](#)
[Unintuitive Things I've Learned About Management](#)
[Seven Leadership Lessons from a SEALs Commander](#)
[The Golden Rules of Leadership](#)
[The 21 Irrefutable Laws of Leadership by John Maxwell \(Book Summary\)](#)
[Managing Two People Who Hate Each Other](#)
[4 Leadership Types that can Destroy a Perfectly Good Strategy](#)
[Solitude & Leadership](#)
[25 Timeless Leadership Lessons that Just Plain Work](#)
[13 Life Lessons from Paris' Red Light District](#)
[Google's Quest to Build a Better Boss](#)
[Real Leaders Don't Do Focus Groups](#)

Likeability

[Getting People to Like You](#)

Loyalty, trust, honesty

[Frankly, We Do Give a Damn: Profanity & Honesty \(SGSB\)](#)
[Loyalists vs. Mercenaries](#)
[Ten Techniques for Building Trust with Anyone](#)
[Authentic leadership](#)
[Willful Disobedience & the Character Traits of Independent Thinkers](#)
[How Darknet Sellers Build Trust](#)

Mental models

[Mental Models: The Best Way to Make Intelligent Decisions \(109 Models Explained\)](#)
[Useful Mental Models](#)
[Mental Models I Find Repeatedly Useful](#)
[13 Mental Models Every Founder Should Know](#)

Mentors

[Mentors are the Secret Weapon of Successful Startups](#)

Motivations

[The Elephant In the Brain \(Book Outline\)](#)
[Reiss' 16 Human Needs](#)
[Spark: a Book Summary](#)
[How to Mentor a Perfectionist](#)
[Theories of Motivation](#)
[A Crash Course in Human Motivation](#)
[Managing the Invisibles](#)

Negotiation

[Stalin at Yalta: Tips from the Master](#)
[Never Split the Difference \(Chris Voss\) \(Book Summary\)](#)
[James Altucher's Negotiation Cheat Sheet](#)
[Six Hostage Negotiation Techniques](#)
[How to Negotiate with a Liar](#)
[How to Negotiate with Someone More Powerful than You](#)
[How to Negotiate Like a Car Salesman \(Eeew.\)](#)
[Ask a Hostage Negotiator: How to Ask for a Raise](#)
[When Should You Accept an Exclusive Deal?](#)
[How to Deal with Difficult People](#)
[The Best Way to Win an Argument](#)

Persuasion

[The Burden of Proof \(Effectiviology\)](#)
[Handicapping & Strength \(Effectiviology\)](#)
[42 Personality Archetypes - and How to Sell to Them](#)
[A Handbook of Persuasion Techniques](#)
[14 Time-tested Writing Techniques](#)
["Too Much Evidence" Backfiring](#)
[Persuasion Tips for Product Managers](#)
[How to be the Most Persuasive Person in the Room](#)
[How to Persuade Anyone, of Anything, in 10 Seconds](#)
[The Seven Triggers of Web Design](#)
[Favorite Pop Psychology Books, 2012](#)
[The "But You Are Free To..." Technique](#)
[The Wishpond Guide to Conversion Optimization](#)
[How to Sell Anything: Aristotle & the Ancient Art of Persuasion](#)
[15 Psychological Triggers](#)
[30 Conversion Optimization Tactics](#)
[The Psychology Behind Costco's Samples](#)
[How Grocery Bags Manipulate Your Mind](#)
[Why People Buy Perception - Not Reality](#)
["Get Them to Say No"](#)
[How a Preview Image Increased Conversions by 359%](#)
[19 Psychological Sales Hacks](#)
[The 20 Best Lessons from Social Psychology](#)
[Product Leadership Rules to Live By From My Experience at Pandora](#)

Power | respect

[The 48 Laws of Power - Summary](#)
[How to Get Respect \(bakadesuyo\)](#)
[The Best Management Memo - Ever \(Design Observer\)](#)

Pressure

[How to Focus & Make the Best Move When There Are No Good Moves \(Farnam Street\)](#)
[What a Football Coach Taught me About Product Management \(Medium\)](#)

Prospect theory

[What is Prospect Theory?](#)

Promotions

[How to Get Promoted on Merit, Not Hubris \(Better Humans\)](#)

Rituals

[Why Brand Rituals are so Powerful \(Psychology Today\)](#)

[Why Rituals Work \(Scientific American\)](#)
[How Brands are Behaving like Organized Religions \(HBR\)](#)

Rhyming

[Why Rhyming Makes Your Message More Persuasive \(Effectiviology\)](#)

Scarcity

[How Artificial Scarcity can Boost Desire](#)
[The Science of Scarcity](#)
[Pliny the Elder: a Case Study of Scarcity Marketing](#)

Signaling

[Mixed Signals: Why People Misunderstand Each Other \(Atlantic\)](#)

Social proof

[The Most Important Selling Factor](#)
[The Power of Customer Testimonials](#)
[4 Social Proof Techniques for E-Commerce](#)
[Social Proof Factors](#)

(public) Speaking

[Pro Tip: Block Your Talk](#)
[Public speaking for Introverts](#)

Spin, subterfuge

[The Master of Spin \(CJR\)](#)
[How Asian dating sites cracked the code \(Qz\)](#)

Stoicism

[How to Be a Stoic \(New Yorker\)](#)

Surprise



[YouTube Toy Unboxing - is a Thing \(Vox\)](#)

Symbolism

[Symbols that Can't Last Forever \(99% Invisible\)](#)

Obviously Awesome

Obviously Awesome
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Brian Piercy's personal repo.