



# OSEEC: The Open-source Social Engineering Education Course



# Unit C - Hadnagy

Week 12 - Day 1

Chapter 6



# Influence & Manipulation

*"The secret of my influence has always been that it remained secret."*

*— Salvador Dali*

# Chapter 6

## Under the Influence

- Principle One: Reciprocity
- Principle Two: Obligation
- Principle Three: Concession
- Principle Four: Scarcity
- Principle Five: Authority
- Principle Six: Consistency and Commitment
- Principle Seven: Liking
- Principle Eight: Social Proof



# Chapter 6

## Under the Influence

### Influence vs. Manipulation

#### Principles of Manipulation

- Increased susceptibility
- Environmental control
- Forced reevaluation
- Removal of power
- Punishment
- Intimidation

## “ Reflection:



*Robert Cialdini- The 6 Principles of Influence*

*<https://www.youtube.com/watch?v=HOypv1AqYu0>*



## *Exercise:*

*Go to:*

*<https://www.generatormix.com/random-companies-and-brands>*

*Write down how you would use the 8 forms of influence in this chapter against your target company.*



## The Innocent Lives Foundation



[www.innocentlivesfoundation.org](http://www.innocentlivesfoundation.org)





# Thank You!

[oseec.github.io](https://oseec.github.io)