



OSEEC: The Open-source Social Engineering Education Course



Unit B - Dreeke

Week 8 - Day 1

Part 2, Sections 7-8



PART II

The Four Steps to Inspiring Trust

1. Align Your Goals

You'll achieve the power that only combined forces can attain.

2. Apply the Power of Context

People only trust those who know them: their beliefs, goals, and personalities.

3. Craft Your Encounters

Creating the best possible environment for every interaction sets the stage for success.

4. Connect

Speak the language that everyone wants to hear: the one that focuses on them, and their needs.



Section 7

Step 3. Craft Your Encounters

(A) Prepare for your opening remark

(B) Plan for the various responses to that remark.

The Seven Point System:

1. Establish a time limit
2. Ask for assistance.
3. Offer something.
4. Stick to the subject: them.
5. Empower and validate them.
6. Manage your expectations.
7. Explain yourself skillfully.

The 5 Ws:

Variable #1: Who?

Variable #2: What?

Variable #3: When?

Variable #4: Where?

Variable #5: Why?



Section 8

Step 4. Connect

The Code of Communication

1. Suspend Your Ego.
2. Be Nonjudgmental.
3. Validate Others.
4. Honor reason.
5. Be Generous.

The Three Techniques

Communication Technique #1:
Direct the Course of a Conversation with Questions.

Communication Technique #2:
Influence the Outcome of a Conversation with Active Listening.

Communication Technique #3:
Decode Nonverbal Communication.



Reflection:

Review the “fundamentals” from Step 3

“Construct and rehearse your opening remark— on your own time, in your own place—until it shines like a beacon of welcome.”



Exercise:

The Twelve Commandments of Active Listening

- 1. Listen for what matters most.*
- 2. Keep your opinions to yourself.*
- 3. Listen carefully enough to offer honest validation.*
- 4. Don't overthink a conversation or enter one with a set of memorized lines.*
- 5. Check your own stories at the door.*
- 6. Don't preempt a criticism with a caveat.*
- 7. Keep listening after you fully understand.*
- 8. Leave no doubt that you're listening.*
- 9. Limit your use of absolutes.*
- 10. Don't use debating tactics.*
- 11. Don't apologize by accusing.*
- 12. Put away your damn cell phone.*



The Innocent Lives Foundation



www.innocentlivesfoundation.org



Thank You!

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