

Enchantment

The Art of Changing Hearts,
Minds, and Actions



Guy Kawasaki
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1 Achieve Likability



“Pan Am” smile

Zygomatic
major muscle





Make a Duchenne smile

Orbicularis oculi
muscle





Dress for a tie



Under-dressing:

“I don’t
respect you”



Over-dressing:

“I am better
than you”



Equal-dressing:

“We’re peers”





Shake it

$$PH = \sqrt{(e^2 + ve^2)(d^2) + (cg + dr)^2 + \pi\{(4<S>^2)(4<P>^2)\}^2 + (vi + t + te)^2 + \{(4<C>^2)(4<du>^2)\}^2}$$

- Eye contact throughout
- Appropriate verbal greeting
- Duchenne smile
- Grip and firm squeeze
- Cool, dry, and moderately smooth hand
- Mid-point position between the two of you
- Medium level of vigor
- Two or three seconds



2 Achieve Trustworthiness





Trust others

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NORDSTROM



Bake, don't eat





Default
to
“yes”



3 Perfect





Do something DICEE

Deep
Intelligent



Do something DICEE





Do something DICEE

Deep Intelligent Complete Empowering Elegant



Make it short, sweet, and swallowable



**IF YOU SEE SOMETHING,
SAY SOMETHING.**
BE SUSPICIOUS OF ANYTHING.

Tell a cop, an MTA employee or call 1-888-NYC-SAFE.



MTA Metropolitan
Transportation
Authority



TRANSIT WATCH



Make it short, sweet, and swallowable





Conduct a premortem



4 Launch





Tell a story





Plant many seeds





Use salient points

Miles/gallon

vs.

Yearly costs

Dollars

vs.

Months of food

Gigabytes

vs.

Number of
songs

5

Overcome





Provide social proof





Find a bright spot





Enchant all the influencers



6 Endure



"Loving Memory of Jerry Garcia" by Stephen Dorian Miner



Build an ecosystem





Invoke reciprocation





Don't rely on money



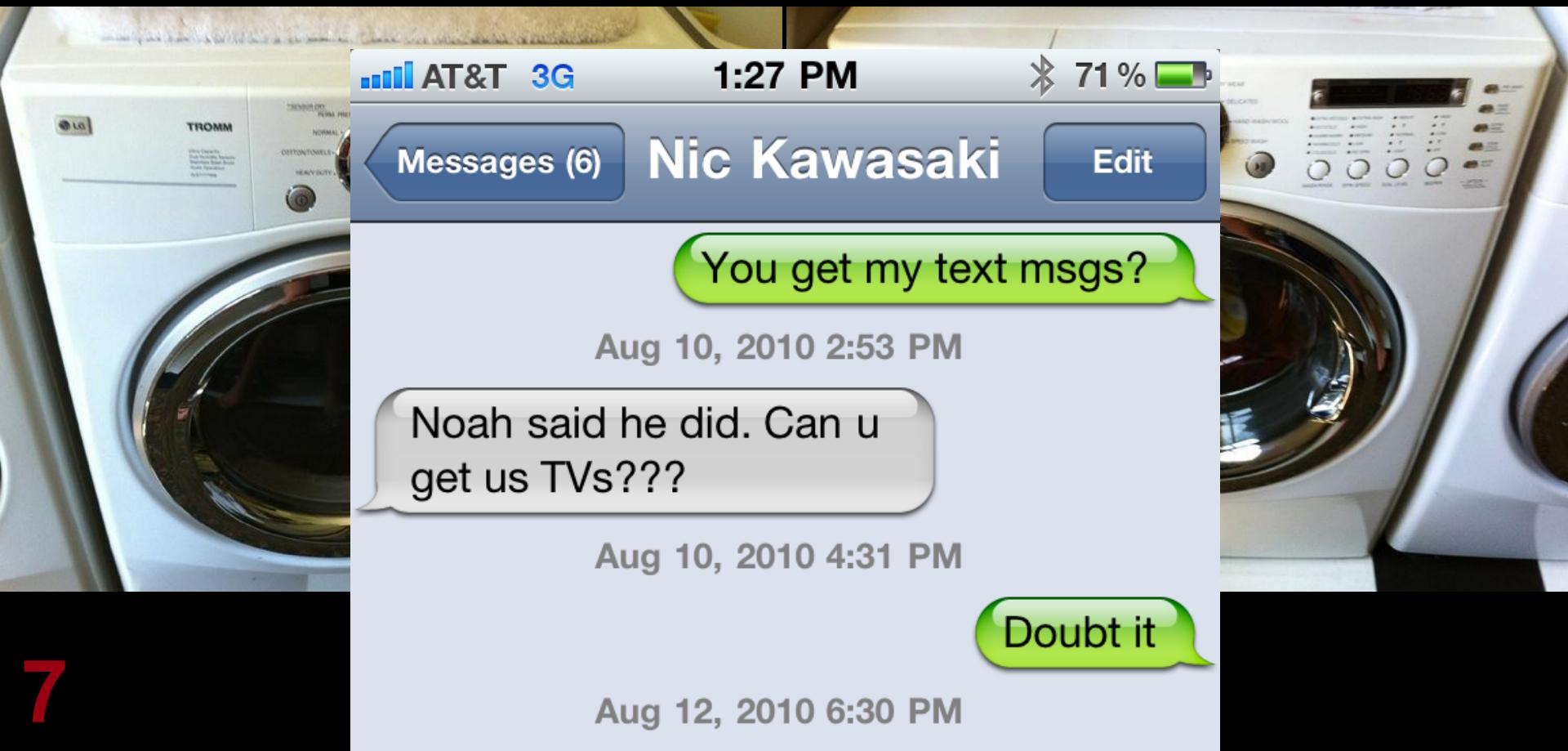
7

Present





Customize the introduction











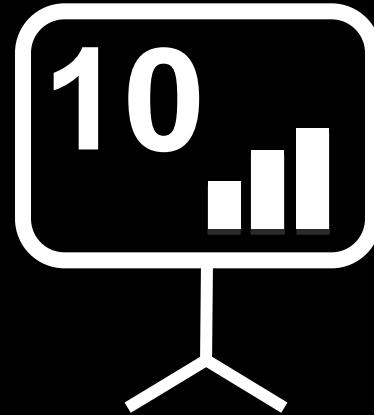


Sell your dream



iPhone ≠ \$188 of parts + AT&T

10 slides



20 minutes



30-point font

This is 30
This is 20

This is 10

8

Use Technology





Remove the speed bumps

Are you human? X

Before we create your account, we need to make sure you're not a computer.

Type the words above



holber 2top)

 Finish

Can't read this?

-  Get two new words
-  Hear a set of words

Powered by reCAPTCHA.
[Help](#)



Remove the speed bumps





Provide value



Information



Insights

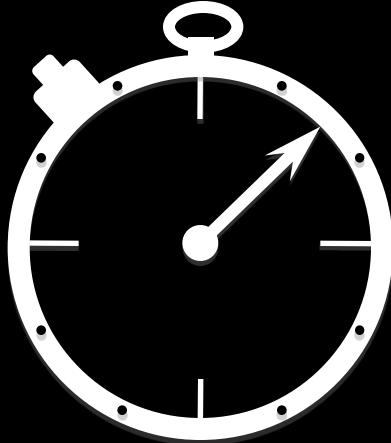
Assistance



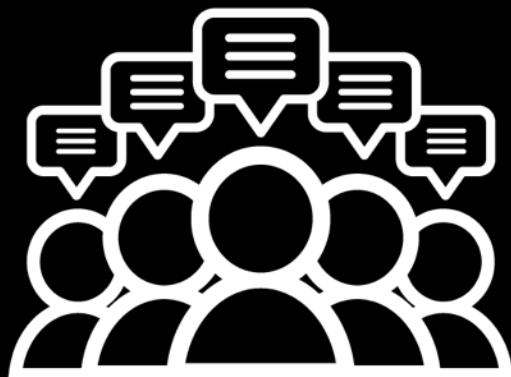
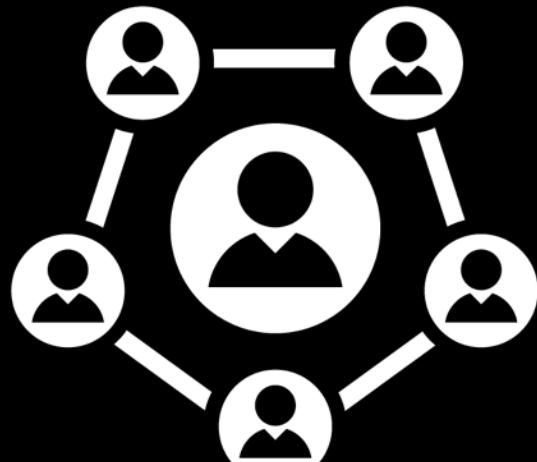


Engage

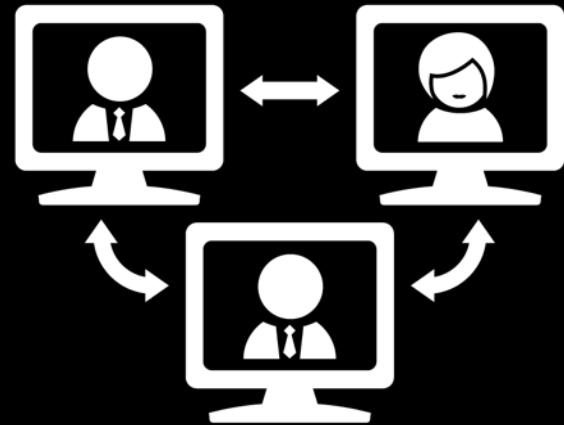
Fast



Many

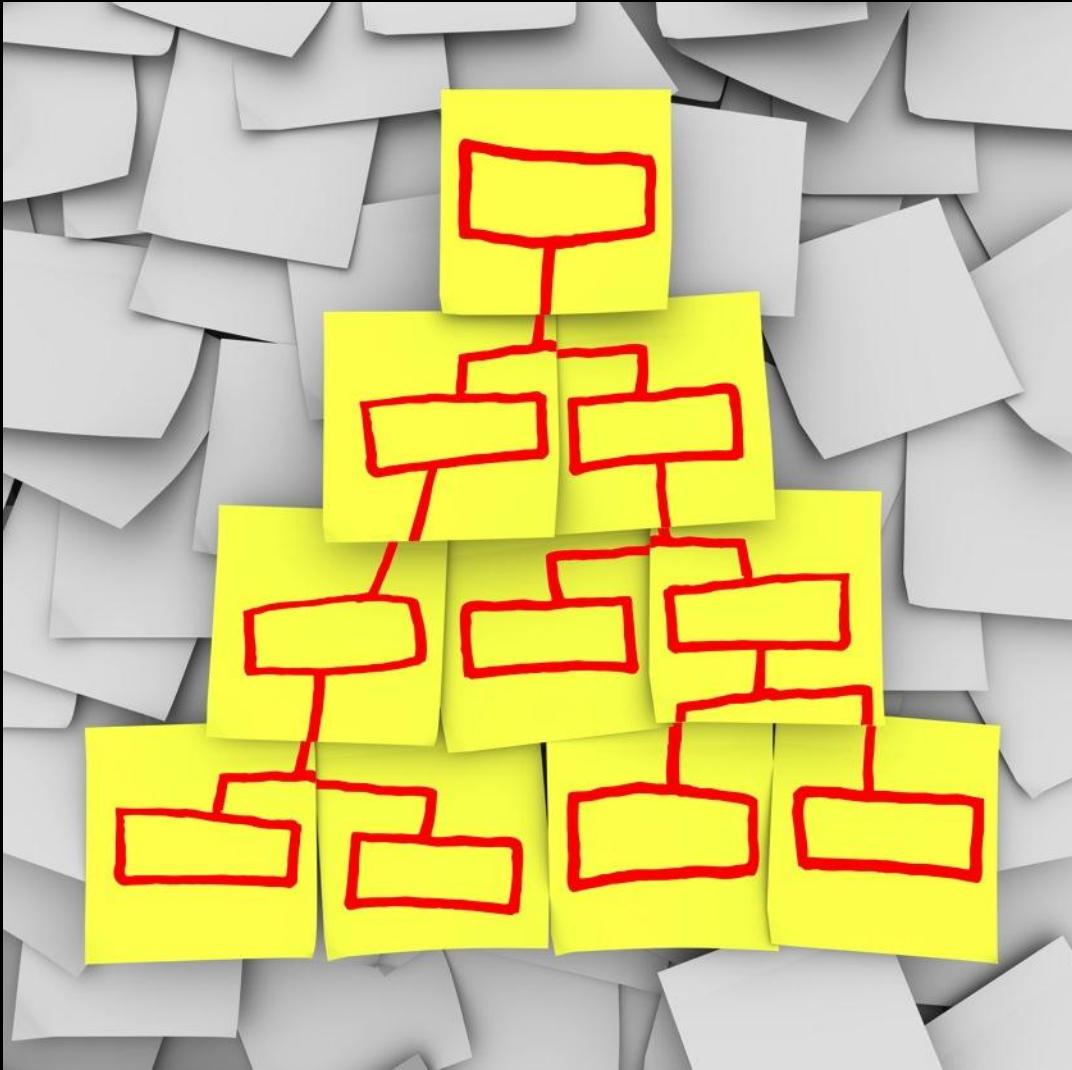


Often



9

Enchant Up



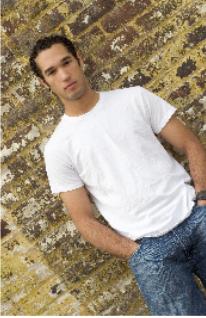


Drop everything else





Prototype fast

<p>Enchantment</p> <p>The Art of Changing Hearts, Minds, and Actions</p>	<p>1. Achieve Likability</p>	<p>Zygomatic major muscle—"Pan Am" smile</p> 
<p>Orbicularis oculi muscle—Duchenne smile</p> 	<ul style="list-style-type: none">• Dress for a tie	<p>Under-dressed</p> 
<p>Over-dressing: "I'm better than you"</p> 	<p>Equal-dressing</p> 	<ul style="list-style-type: none">• Shake it<ul style="list-style-type: none">– PH = $v(e2 + ve2)(d2) + (cg + dr)2 + \pi((4<2)(4<p>2))2 + (vi + t + te)2 + ((4<c>2)(4<du>2))2$– Make eye contact throughout– Utter an appropriate verbal greeting– Flash the Duchenne smile– Grip the person's hand and give it a firm squeeze– Take up a mid-point position between the two of you– Make sure your hand is cool, dry, and moderately smooth hand– Use a medium level of vigor– Hold the handshake no longer than two to three seconds

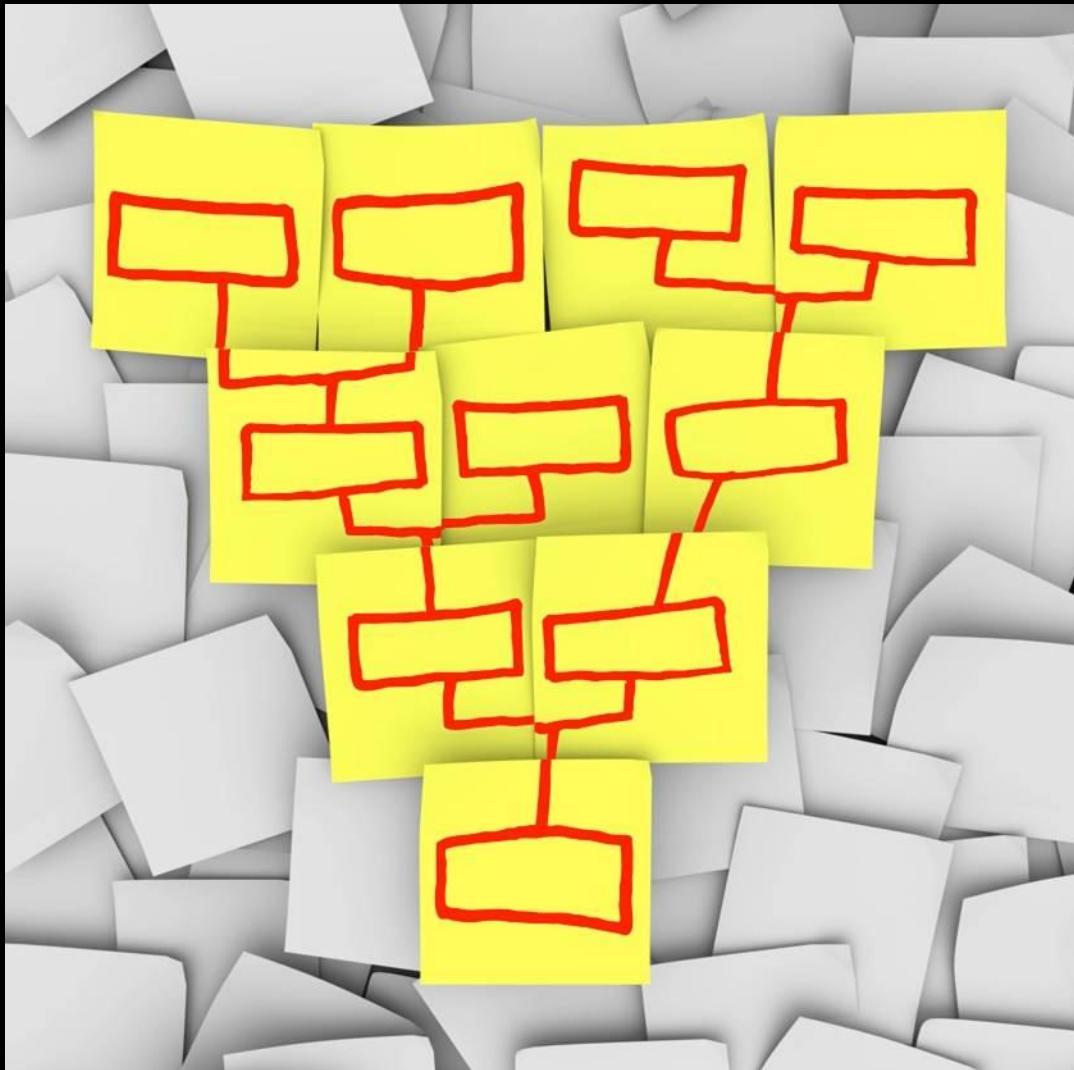


Deliver bad news early



10

Enchant Down





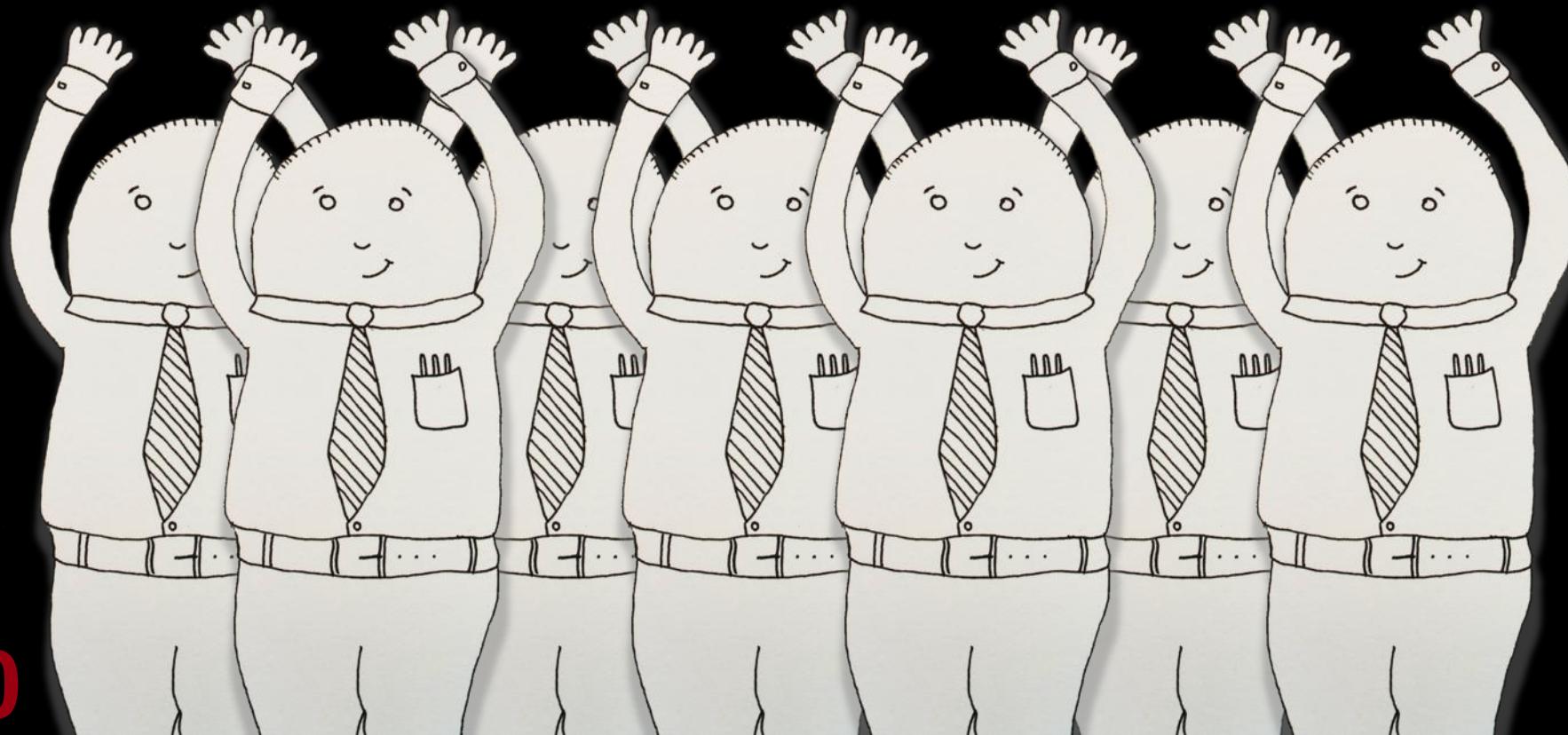
Provide a MAP

Mastery
Autonomy
Purpose





Empower action





Suck it up



Mike Rowe, Dirty Jobs

Business/psychology

Enchantment

The Art of Changing Hearts, Minds, and Actions



Guy Kawasaki

Author of *The Art of the Start* and *Reality Check*





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Guy Kawasaki

*"Read this book to create a company
as enchanting as Apple."—Woz*



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FOREWORD BY GUY KAWASAKI

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