**PEP 59 Edited\_Transcription**

[Daniel Hill] (0:05 - 45:28)

Welcome to the official property entrepreneur podcast with myself, Daniel Hill. On this Strip Back podcast, we're going to be going behind the scenes with special guests to provide insight and inspiration on all things business, life, and the actual realities of high performance in practice. Success and failure are both very predictable.

We hope you enjoy. Welcome to the next official property entrepreneur podcast, coming to you every Tuesday. Really pleased to announce, we just picked up our next accolade.

The week before last, we received a notification that we were rated number six in the UK for all property podcasts through 2021. So in the end of year review for the top podcasts in property for 2021, we were voted number six. So really, really happy with that.

And again, it gives us more motivation to keep these coming, keeping the value of the content up, and giving you as many blueprints as you can to really master your mind, your health, your wealth, your life by design, and whatever you're looking at in entrepreneurship and business. Hopefully, the new year is kicking off well for you. January has gone well for me.

And definitely in that second gear now, if you remember Fire Up The Flywheel, if you're not listening to that, I highly recommend go back and listen to it. But got through a lot of those hard first mindset shifts, that first, you know, the five will break you, five will make you. Got through the first sort of few gears, and now starting to get those results.

So getting the weights up at the gym, motivation's good. Steps all back up to where they need to be, diet on plan, productivity, working hours. Obviously, I'm doing 12-hour work week this year.

So keeping that discipline of that. In reality, in practice, the mindset one was really, really hard. So the first two or three weeks of not turning my phone on until 10 a.m. and then turning it off at 2 p.m. and only doing that Tuesday to Thursday, and then basically being off the grid 4 p.m., 2 p.m. Thursday through 10 a.m. Tuesday, the first few weeks were just horrendous. You know, what's going on? Is the world ending? Does someone need to get hold of me?

And it was like really, really awkward, really, really uncomfortable. But then the more and more times I turned my phone on and the world hadn't ended, the more confidence I got just to carry on doing it. And now I'm actually in that sort of starting to get some movement and some momentum now and starting to feel more comfortable.

So that's really good. Equally, it's still quite early on in the process. So making a few slip ups here and there.

So yesterday, well, my partner went away for a couple of days and she left me to my own devices, which is always dangerous and slipped into bad habits up early or sort of rather working earlier than I should be. And we had our PPN UK strategy day yesterday. So I was like a little bit rushed to get that sorted.

Didn't meditate in the morning and actually sat there last night starting to feel I could feel the sort of voice in the head coming back and feel the sort of restless adrenaline starting to pump. And I had dinner with Jen, who's head of our portfolio building company last night after the strategy day, and just said, yeah, I've had my first slip up this year now and I just need to really balance the books. So today I'm clearing the decks, playing catch up, getting rid of all those bad things that have slipped in.

And then tomorrow I'm actually flying off for a week skiing. So that'll be perfect opportunity to disconnect, reset the bar and just have a circuit break of disconnecting from my phone and disconnecting from the businesses and getting back into the momentum of basically living my life ahead of running my business for 2020. So all very exciting, never without its challenges, but life changing stuff when you put this into practice.

We had our strategy down property entrepreneur last week. And for the first time ever, we had a lady win on the program and a lady win on advanced. So really one of the things we've proactively pushed for the last couple of years is to get more women onto property entrepreneur.

And it's been great to see the results of that coming through and to have two ladies win the strategy days on both advanced and the program was just phenomenal. So hearing their year of, hearing their strategies, hearing their objectives, it's life changing stuff when you do this. And it's very exciting to put into practice.

So I'll keep you posted as we go through. What we're going to talk about in this podcast is I'm going to talk to you about speak my language. And what I mean by this is understanding how you can use communication styles and how you can understand individuals and how you can start to understand different types of energies, intellects, profiles, brain frequencies, psychologies, psychometrics, if you want to take it to the expert level, how to actually understand these and then how to use them in practice.

And what to sort of set the tone, what I'd say is I speak about 12 different languages. So I have the ability to speak about 12 different languages. But the thing to know here is they're all English.

And when you can understand, or rather when you don't understand how to speak people's language, and you don't understand that different people have different viewpoints, different perspectives, different energy levels, different communication styles, when you don't understand this, what you'll find is that you only really tend to gel, get on well with, be really collaborative, collective, effective, communicating with people who are like you, because you both think the same, you both speak the same, you both communicate the same. And that is, that's fine. But that's a very small percentage of people.

And normally, what you'll find is unless like me, you've got a group of friends who we call ourselves the in between us, because we're the most the strangest group of people you've ever met, like all completely different. Some like rock music, some like classical music, some like hip hop, some are into heavy rock, some are into playing the violin, like everyone's just all very, very different. But we all strangely get on really well.

So that's a very different dynamic. In most cases, you would be in a group of friends who are all very similar, like similar music, wear similar clothes, have similar interests, and probably communicate in a very similar, similar way. If you don't understand that there's other people, if you don't understand how to speak other people's language, the danger is you're going to only be able to communicate with people like you.

However, when you can understand how to speak other people's languages, it will make your life easier, it will make your business deals easier, it will make your leadership and management abilities much stronger, and enable you to be far more effective, whether you're trying to deal with conflict, or you're trying to get a deal over the line. Being able to speak other people's language is fundamental if you want to execute entrepreneurship, investment, business at the highest level. So I'm going to take you through this today.

And by the end of this, you'll have at the end of this, I'm going to give you the sort of basic level of how to start using this today. The more advanced level of those of you that want to get into this, the sort of material you can read, some top tips to put into practice to take this to the next level. And then finally, the expert level, just a little insight for those of you that want to take it to the the top level, what's required to do this at the highest level.

So kicking things off, what we're going to look at here is what, when we talk about speak other people's language, what are we actually, what's the message we're trying to get across? Well, the first thing is to understand that everybody's different. Now, you probably, we probably look at some people and think they're strange.

We think they're weird. We think they're boring. We think they're hyperactive.

You look at different people around you. These might be your friends, your family, your employees. And what you realize is everyone's very different.

Now, if we're ignorant to this, and we're naive, we look at everybody else. And we probably, by comparison, compare them to us, and then probably just downrate them in most cases. You might look at some people and say, oh, wow, he's so clever.

Oh, wow, she's so good with numbers. You might sort of appreciate those things. But egotistically, you'll probably look at what, I say you, one, one tends to look at people as different and strange.

I think, you know, I don't know why they're so quiet. Oh, you know, that person over there, they're just so in your face. They're so loud.

And you look at people quite negatively. The first thing to note here is what we're trying to do is understand that everybody's different. And everybody is a little bit different.

And everybody's a little bit weird. And everybody has, but despite them being different, everybody is a genius. Now, everyone's different.

They're weird. We're all very strange people. But when you understand that everybody is their own genius, and this is what we talk about in Wealth Dynamics and Genius You, is when you understand everyone is their own genius, if you judged, I think the Einstein saying was if you judged a fish by its ability to climb a tree, it would live its life thinking it was stupid.

And what it's saying, basically, is we're all very different. And if you judge somebody that's good with numbers by their ability to close a sale, they're going to constantly be disappointed and let down. You're going to think they're not very good because actually, you know, the fish is trying to climb the tree.

It's never going to work. What we want to do is understand that everyone's different. Everyone's a little bit strange.

Everyone's a little bit weird, but everyone has their own genius. And when you understand what that is, and you can understand that they have different goals and different values and different energy levels and different tonality, when we can understand that, what it does is it gives us a really powerful ability to get all of these geniuses lined up and then work with them all collectively, rather than, you know, if I was to go and work with a load of people like me, we'd probably have a great time, head in the clouds, really excitable, loads of fun on a white board, but nothing would ever get finished. Nothing would ever get done.

We'd do a great job of turning the tap on, but none of the water would actually stay in the bucket. When you understand how to use this, it enables you to overcome that challenge and barrier in business and put this into practice to get those geniuses around you. So why do we want to learn 12 languages or even four languages would get you going?

Why do you want to actually understand this? It's because you deal with people all day every day. You deal with the people in your house, your children, your life partner.

You deal with people in your business, your assistant, your finance team, your sales team, your surrounded by people day to day, even just going to the shops and having a conversation or trying to broker a deal with an agent. All day, every day you're dealing with people. When we can understand how to talk their language and acknowledge that this is the difference between speaking English, Spanish, German, Japanese, we want to communicate with them in their language.

And if you go to Spain, where people speak a bit of broken English or Spanish come to England and they speak and maybe English understand a bit of Spanish, you can communicate a bit and you can understand what the other person wants. And you can probably get yourself a burger, a beer, a hotel, figure out what someone's name is or asking what the time is. They're just the basics of communication.

And that's what you're doing on a daily basis, talking to people in your first language or in English. When we take this to the next level, it enables us to communicate on a completely different level when we're speaking other people's language. And it will increase the ability for you, it will increase the strength for your relationship.

So you'll start to have better relationships because rather than having friction all the time and conflict all the time and you know people in your life that you always struggle to talk to, your boss, your client, your investor, because they're really different to you and it's really, really difficult. It doesn't have to be difficult. When you understand how to speak their language, those relationships will get stronger.

Your life will get easier. Your ability to manage people effectively and lead people will just increase. Your communication styles will get better.

The value of what you actually bring to the table will start to step up. And if you listen back to the podcast where I was talking about everyone's a winner, when you have these unique skill sets and your value of what you bring to the table increases because you can speak 12 languages, you can sit in a room with 20 people that all speak English and you've got the ability to communicate with each one of them on a completely different level because you can speak their individual language.

The value you bring to the table as an individual, a partner, a husband, a wife, an investor, a dealmaker, a broker is far higher than anybody else's. So when are we going to actually use this in practice? Well, at basic, it just makes you a great conversationalist.

If you listen to people who are great conversationalists, Joe Rogan's got to be one of the best conversationalists in the world. It's because he understands how to speak people's language. He doesn't only speak his language.

He understands how to facilitate a conversation. He knows when to talk. He knows when to listen.

He knows when to challenge. He knows when to object. He knows when to stand back.

He knows when to step down. He's a great conversationalist because he can just understand how to operate in that arena. Also, when you want to go into negotiations, if you're doing deals, so I'll literally prepare a negotiation or structure a deal or frame a conversation based on who I'm talking to.

Because I speak their language and I know what they're looking for, it's far easier for me to facilitate that conversation and progress the deal and the negotiation because you're not ego on ego and you're not trying to speak your own language. You understand their values, their objectives, their communication styles, and it just makes all of these things so much easier. Equally, if you're going into a dispute, you'll know people in your life who you just have a normal conversation with, but the whole thing seems like a challenge.

Maybe you're the entrepreneur and you're talking to your investor, or maybe you're the salesperson and you're talking to the finance team, and you just know that conversation is going to be draining, hard work, exhausting. The problem there is you're not speaking their language. You don't understand how to communicate on different levels.

Because of that, you find these conversations more challenging. Equally, if you've got to have a challenging conversation, imagine if those people you have conversations with are always challenging. When you then need to have a challenging conversation with somebody that's already challenging, it's like pouring fuel on the fire.

It's everyone's set to fail. We want to start to understand how to speak their language, facilitate this more effectively. Whether it's deals, purchases, sales, investors, going into it, understanding what their language is, how you're going to communicate with them is an absolute game changer.

I'm going to give you some insight to these and how to actually use it in practice. When I talk about languages, and I speak 12 different languages, there's loads of languages you can use here. There's energy types, there's relationships, there's introverted, extroverted, there's psychometrics, there's Myers-Briggs, there's things like disc profiling, there's psychological step changes.

Many of you might have heard about the parent, the child, and the adult when you switch gears in a conversation. Somebody might drop down from a parent to a child. Then obviously, you've got to either drop down and play at the child level, or throw your toys out the pram, and everybody ends up sitting in the corner sucking their thumb, or perhaps you notice that they go down to the child phase, and you just need to go down from being an adult to being a parent and give them a little bit of love and rub their belly.

These are psychological levels. There's other ones, which is like a fantastic book called, it's written in the 40s, really old book. You might struggle to find it, but you'll be able to get it on Amazon.

It might take a few weeks to come, and it might be a bit expensive. It is called The Games People Play, and in there, they talk about a couple of psychological models. I think parent, adult, child is in there, but there's also one that talks about the victim, the perpetrator, and the hero.

When you start to understand, I mean, these are really expert level things, so maybe don't start off with these, but when you can have a conversation, you can see what frame of mind somebody is in, and what their frame of reference is, and what their perspective is. It just allows you to approach the conversation on that level. It could be, these could be, I see another good one is love languages.

When we talk about languages is, if you've not, if you're in a relationship and you've not already, in fact, I say relationship as in the traditional relationship, wife, husband, girlfriend, boyfriend, whatever, masculine, feminine, the traditional type of relationship. Actually, if you shift gears and think more about, sorry, if you shift gears and think about any relationship, so any relationship with friends, family, when you understand their love language, this is a really good one for personal relationships. If you've not read the five love languages, or you've not done the test online, I recommend give that a go because this is a really good example of where you understand.

I mean, this is, in fact, this is a fantastic example. Let's go into this in a bit detail. I was chatting to one of our friends this week about love languages.

I was saying, it's such a crucial thing to understand for so many reasons. Here's an example. We all have different love languages.

Off the top of my head, they are, there's five different love languages. They are gifts, so the gifts, so giving somebody gifts, tangible things. Acts of service, doing something for somebody.

Words of affirmation, being nice, being kind, being complimentary, cheering them on. Quality time, which is carving out time to spend quality time together. And touch, it's touch, physical touch, physical touch, intimacy, things like that.

They're the five love languages. Now, you probably have a primary and a secondary, but when you understand what it is, this is so important in your relationship with your partner, or even just with a friend, because when you know, so for example, my partner's love language is quality time, and my love language is acts of service. So if somebody goes out of their way to do something for me, it really touches me and I feel a lot of, I find it very, not necessarily endearing, but I really value that.

It makes me feel good. That's my love language. I love it if somebody does something kind for me, like if my partner will maybe put my clothes out for me, or for example, I had some candles delivered for my zen den yesterday.

She messaged me last night saying, just letting you know, I've taken them out of the box and I've decanted one of the smaller bedrooms in our house, I've converted into a zen den for like meditation and spiritual study and all that sort of stuff. And she says, I've just gone up and decanted them for you. To me, that's like, oh, like she loves me.

I love that. I really enjoy that. So that's good because she knows that's my love language.

So I really, I value it. And that works really, really well. However, if she didn't know that, this is where the dichotomy comes in, or this is where the polar issue comes in, is because she doesn't know that.

If she doesn't know that, and I don't know that, I value acts of service. So I assume she values acts of service. So not only is hers quality time, so she doesn't value acts of service.

So she's not doing things because she wants quality time. So she thinks I want quality time. I don't get the acts of service.

Not only does she not give me acts of service, so I don't feel that love and I don't get that benefit and our value isn't, our relationship isn't enriched in that way because I don't get the acts of service that I like and that make me feel loved. Not only that, I give her acts of service because I value it highly. So I think because acts of service are important to me, that they're important to her, but actually they're not.

She's really not interested in acts of service. I could run around doing things for her all day and it wouldn't really, she wouldn't bat an eyelid. But if I say to her, just so you know, I'm going to finish work at one o'clock today, let's go out, get some lunch, turn the phones off, go for a walk, go for some lunch, go out for some dinner and spend the afternoon and evening together, it makes her whole week.

She loves it because she just wants quality time where I'm not on my phone, I'm there and I'm actually there. And there's obviously periods in my life where I'm there in body, but I'm not there in mind. My head's going mad about a deal or I'm brokering some solution in my head or I'm getting excited about something else and I'm not actually there.

Hers is quality time. So when you understand how to speak her language, the idea of doing something together, like I'm going away tomorrow skiing for a week. So this afternoon we're finishing work, turning our phones off and then having an afternoon evening together.

She's really looking forward to it. I know it'll make her happy. It'll force me to have quality time because it's not one of my values, but I do actually really enjoy it when I'm in there.

And when you understand these languages, it just makes things so much easier. So when you don't understand them, the danger is both of you will be disappointed. Neither of you will get what you want and you'll both be completely disillusioned by the other's values.

However, when you do know how to do it, you know how to please the other, you know how to invest in the relationship and you know how to make both of you happy. So this is really, really powerful stuff. So that's basically one that we've a bit deep on.

Let me give you some layers to this. So this is basically tangible things you can take away today, literally today, after you've finished this podcast. I mean, send it to your business partner, your investor, your husband, your wife, to start to understand these things because everybody needs to know how to speak 12 languages.

What I'm going to do is give you the basics, which literally you can start doing today. And I'll give you some advanced ones that you can go away and research, read on, just start to study as the weeks, months and years progress. And then for those of you that want to know some expert ones, how you can start to think about that.

But you probably need to be a few years in to go into that level. So at a basic level, the basic way of speaking somebody's language that I would recommend, this is the easiest, easiest way for you to pick this up. And the basic level is basically, this is NLP.

So if you understand NLP, this is the basics of NLP. And what we're going to talk about the basic level of speaking other people's language is mirroring and matching. So mirroring and matching is basically what you want to do is, and this is at the simplest level.

At the simplest level, how do you communicate with the person? You're going to WhatsApp someone in a minute on a voice note, or you're going to speak to somebody, or you're going to be in a meeting this afternoon or this morning, whenever. Or you're going to go home and speak to your husband or your wife or your kids.

The first thing is mirroring and matching. And what we want to do is, this is the most basic level to speak somebody's language is mirror and match the way they talk. And what I mean by this is let's start off first with tonality.

So I'm delivering this podcast. I'm trying to deliver this podcast in a balance of energy and composure because my natural brain frequency is high frequency. So I think a million miles an hour.

I'm very intuitive. If you gave me my own pace to talk, I would be really fast like this. I don't need all the information.

Give me the snapshot. I speak to my finance team and I spend most time saying, yes, I understand. Yes, I understand.

Because I'm high frequency, a million miles an hour, and I'm up there. Let's move fast. If you were to mirror and match me, you would try and match that.

So for example, I had my first, one of my objectives this year, personal objectives is get a life. And I had my first piano lesson on Monday. And my teacher either just happened to be similar to me, or he understands the basics of mirroring and matching.

He had a conversation, framed me, benchmarks me. He may or may not have done it consciously, but he then worked really quickly. And I was actually trying to keep up with him.

He was speaking fast, moving fast, giving me a bit of information, seeing if I got it, then run with it. And then when we went too fast, coming back and giving me a bit more detail. Either he knew who I was and knew what my profile was, and he matched that, or that's his natural tendency.

Now, because he's speaking my language, it worked really, really well. If somebody else like one of my finance team, or one of my PAs, or one of my bookkeepers, or one of my administrators went in there and had that same experience at that same pace, they would have lost them. He'd be, oh no, slow down.

You've lost me. Overwhelmed. Step by step, you're moving too fast.

Mirroring and matching is about matching those things. So when I deliver these podcasts, I actually listen back to my delivery style, because what I want to do is allow it to apply for the masses. So whether you're listening to this, and you're a finance consultant, or an IT consultant, or you're a smash out the park salesperson, I want you to listen to this and be able to understand it.

If I was to speak my normal face and go a million miles an hour like this, like I do when I speak to some of my non-exec board members when we're going, I'd lose you. And that would only really appeal to those that are similar to me. And actually, they'd probably end up getting irritated and frustrated about it because listening to anyone speak that pace has exhausted them.

If however, I took this really slow and said, right, we're going to speak about the 12 languages. There's 12 languages you communicate with, and went into the granular detail, the people that I would get for that is those people who are really interested in the detail, but I would lose the audience who are fast paced, creative thinkers, fast movers, salespeople. So we'll look at mirroring and matching.

And the things that I'd encourage you to tune into when you speak to people later today, mirror and match first their tonality. So by tonality, I mean sort of the pace, the tone of their voice. Hopefully, I'm like a middle of the road at the moment.

You have people that are high tonality, really excited, a million miles an hour. Oh, this is great. Yeah, yeah.

Come and talk to me. Oh, yeah, yeah. I'll do that later.

Blah, blah, blah, blah, blah, blah. You have people that are really high tonality and high frequency, and then you have people that are really low tonality. Okay.

Well, let's talk about this. Okay. So I went through their account.

They booked in on this. On the 28th of February, they signed up for this £25,000 package. They've paid 20% upfront.

They've done easy installments. The installment package will start, and you'll notice they talk a lot slower, a lot more composed. They don't duplicate their words.

They don't skip over detail, and there'll be more slow tonality, slow frequency, and a different energy. Start to mirror and match things like this. So tonality, frequency of words, frequency of speed, energy levels.

Are they bouncing off the walls, really excitable? Whee! Let's have a great time.

Or are they more slow and considered? Also, are they introverted or extroverted? If they're want to talk a million miles now, they want to be your friend.

Yeah. Let's talk about stories. Let's talk about people.

Let's talk about events. Or are they more introverted? Let's talk about the facts.

Let's talk about the details. Let's not waste time. Cut the small talk.

Start to mirror and match who you're talking to, and this will be the first game changer for you at a basic level of how to speak other people's languages. Moving to a more advanced level, the quickest game changer I could give you. I mean, I could go into all of the profiling tools.

You've got Myers-Briggs, Love Languages, De Bono, Six Hats, Disc Profiling, Wealth Dynamics. There's the color one, which I forget what it's called. Sphere, Spectrum.

My brother's actually a qualified consultant in that. There's a million different tools you can use for this. The one that I'm going to share with you that I just mentioned then is Wealth Dynamics.

We teach Wealth Dynamics. I've studied Wealth Dynamics for a decade. I'm an accredited advanced Wealth Dynamic consultant.

When you understand the different profiles of Wealth Dynamics at a basic level and advanced level, it just works so well for your personal life and your business. The things to consider in Wealth Dynamics is there's basically four profiles. If you want to know what profile you are by energy level, go to GeniusU online.

Google GeniusU, do the test, and it'll tell you you're one of four energies. If you want to know within those energies what your specific profile is, it'll be one of three, then you need to pay about $100, $96 to do the full Wealth Dynamics test. I'd recommend doing at a minimum the GeniusU.

We actually use that as all of our recruitment profiles. When we're recruiting people, we'll use GeniusU profile. It'll tell you whether you're a dynamo, whether you're a blaze, whether you're a tempo, or whether you're a steel.

Then what you do is you'll understand how to communicate with people, or you can start to understand that everyone's different. I talked earlier about everyone's a genius. They're your four geniuses.

When you understand that people are different geniuses, you start to value their skill set and their difference and the space they operate in, but also you can understand how to communicate with them and utilise them and understand how they're different. If you're a dynamo like me, you're head in the clouds, you want to talk big picture, you want to talk about ideas. If you're a blaze profile, like most of my sales team or our events team that run physical events, they're blazers and they're all about people, communication, conversation, story, just going out there and networking.

They're real people people. They're extroverted. They love being out there in the thick of it.

They're your blaze energies. Then you've got your tempos, and what you can do is start to tune into the- as I'm saying this, you probably recognise, starting to think about who these people are. You've then got your tempos, and they're more grounded.

They're more earth energy, and they're more sensory. They're more connected. They're more in the moment.

They're more service-based people. Like the emergency services, they're happy to turn up and do their thing. They lack foresight, but they're great in the moment.

They're normally some of the nicest people you'll meet. They're very easygoing, very mellow pace, and they can just deal with chaos. They're your customer service people, your chaos management, your project management people.

They're your tempos that just roll in the moment, very sensory earth energy. Then you've got your steals. Steals are like metal.

Your steals are cold, metal, detail, facts, attention to detail, introverted, don't bother me with the small talk, give me the stats, don't give me the drama, give me the data, like attention to detail. They're your steals. What you want to do is just start to tune into this, and then start to learn how to communicate with them, and just understand that they are different.

Dynamos want to talk- in fact, here's a good few layers for you. Dynamos are visual thinkers and visual communicators. Someone like me wants to draw you a picture, get you a whiteboard, give you a method, give you a methodology, give you a diagram.

I'm visual. I'm in my head. I can picture it, talk to me, and I can see it.

Blazes, on the other hand, are not visual at all. They can't see that. Blazes are auditory.

They want to talk. They don't want to look at the picture. They don't look at the diagram.

They can't- we say, oh yeah, can you see this? Imagine this. They can't imagine that.

They want to talk about it. They want to hear about it. They want to have voice notes, communication, conversations.

They're auditory communicators. Their language is auditory. Sensory is kinesthetic.

Tempos are kinesthetic. They're better off- don't bore them with an ops manual. Don't try and talk them through it.

Show them what it is. Tell them what they need to do, and then let them get their hands dirty. Let them pick it up.

Let them run with it. Tell them what to do, but then let them learn by actually kinesthetic, basically touching it, feeling it, getting the hands in there, and working with it. Then steals are your- so steals are your bookkeepers, your finance team, your ops team.

Steals are analytical, so they're analytical talkers. They're data thinkers. They want the facts.

They want the figures. They want the operations manual. They want the instructions.

They want it written down. They want the process. They're all about the detail.

When you can understand that, there's four different types there, not only of communication type and language, and being able to speak their language. So rather than sit there with your sales team, or rather than sit there with your sales team, bore them with data, talk to them about how to negotiate, how to communicate, how to work with people. Equally, don't try and get- don't bore your sales- your finance team with the sales strategy, and the marketing campaign, and the people you've met, and the networking events.

Talk to them about stats, figures, data. Talk to them in an introspective tonality and matching, rather than an extroverted one. Be more introverted.

Be more calculated. Speak slower. Be more specific.

Don't say the same thing twice. Don't bore them with small talk. You want to start to understand these four profiles through wealth dynamics, and it'll allow you to not only sort out your communication, and your language you speak, but also your ability to manage them, and train them, and work with them, and lead them.

And if you've got to train people, like I said, if you're training someone like me, use visuals. If you're training a sales team, use auditory. Speak to them, meet up, high five, get together.

If you're teaching a kinesthetic and auditory, do what we call layered learning, or task-based training. Give them a bet, set them up, let them go and run with it, then give them the next bet. And if it's steels, your steel profiles, then it's data, it's analytical, it's training documents, it's all of these things.

So that's the more advanced level. It's starting to think about these energies, and just communicate with them, and appreciate that there's going to be conflict and friction between all of those. And if you were to draw a square, so imagine a square for the dynamos, go and draw a square for the blazers.

Here's a square for the tempos. It needs to be four lines, four right angles, all equally spaced on a piece of paper in the middle, with a white piece of paper and a black pen for the steels. Draw a square, there's me sort of communicating to everybody.

And at the top right dynamo, on the right-hand side, flat end right blaze, on the bottom right tempo, on the left right steel, what you'll find between the opposing sides, top and bottom, bottom and top, left and right, right and left, is conflict. And if you're trying to communicate, if your blaze is trying to communicate over steel, all you're ever going to have is conflict. And when you understand this, and you use the basic levels of mirror and matching, and start to understand what's important to them, data, stories, visuals, kinesthetic, when you start to understand what's important to them, just start to communicate in their language.

Think about what's important to them, how are they communicating, who are they, and then match them in that capacity. And then finally, again, hopefully we're getting this understanding and awareness now, if you took this to an expert level. So if you already know a bit of wealth dynamics, and you want to go to expert level, I'm not going to share this with you today, but the things I would encourage you to look at is anything to do with psychometric testing.

So psychometric testing is about intellect, it's about tendencies, it's about energy levels, it's about how you react to problems, challenges, it's about how you think, how you engage, it's about what your emotions are. Anything to do with psychometric testing would work well for you. Equally, basic and advanced psychology, so basics like some of the entry level NLP stuff, or advanced psychology, whether it's change management or leadership styles, read up anything about psychology and how people's brains work, what their frequency of thinking is, that'll do really well for you in an expert level.

And then also probably the main, not necessarily topics to study, but areas to tune into would be value system, understanding what's important to somebody is really important at an expert level. Working on your own self-awareness. Now, not only your own self-awareness of who you are, why you're here, what you do, but also how you engage and communicate with others, but also a self-awareness of what's happening around you with those you engage in.

So your own self-awareness is a huge one. You've got loads of blind spots you're not aware of, and the definition of self-awareness is your ability to get high quality feedback and to take it on board. And that sounds really easy, but it's really hard because to get good quality feedback, you need to have people around you who have the feedback, good feedback to offer you, that's not ego-driven or an opportunity to beat you up, or actually they're just trying to talk themselves up.

But also they've got to have the confidence to give you it, and that's really not easy. That's challenging. And then also you've got to get past that defence mechanism of actually taking feedback on board.

And we all know our default mode when somebody gives us feedback is challenging. So self-awareness is a big one. Another one would be body language, is start to understand body language.

And this is about are people open? Are they closed? Are they engaged?

Are they trying to get out? And this is all about how they move their hands, their arms, their facial expressions. Are they looking at their watch?

Are they engrossed in the conversation? The tone of their skin, the way their feet are directed, like loads of really advanced stuff about body language. And then finally is script and structure.

And this is really advanced, is script and structure. Structure is about understanding how to facilitate a conversation. So depending on who you're talking to, actually go into a deliberate structure of how to facilitate that conversation.

And it can be very challenging, and you might have to bite your tongue and be very patient. But also script is understanding the script that works for certain people. So if I was trying to sell to an investor, it would be about risk.

It'd be about data. It'd be about facts. It'd be about case studies.

It was more to do with a blaze. It would be let them talk, allow them to lead the conversation. If you remember the story in How to Win Friends and Influence People, where it says about the guy who gets the bread contract, I think it is, and he's pitched for 10 years.

And in fact, no, it's not that one. It's the same book, different story. And he talks about how he meets these two people meet, and this one guy just lets this other guy talk.

I think it's two males. One man asks the other man a question, lets the other man talk for like 30 minutes, then they shake hands and goodbye. And the guy that spoke for 30 minutes was the one he was trying to pitch.

And the guy who spoke for 30 minutes went home and said to his wife, do you know what? I met this guy at the kids' football game today called John, and he was the most interesting guy I've ever spoken to. He was just so easy to get on with, had a great time.

We're definitely going to meet up again. I think we might do some business. Actually, what John did was he just sat there and listened, because the other guy had the opportunity just to speak for 30 minutes, made him feel important, made him feel engaged, made him feel like he had a great time, somebody wanted to listen.

Scripting and structuring can be anything, but it's all about facilitating an outcome. Hopefully, that gives you an insight on speaking my language. And again, the biggest thing is to tune into is just self-awareness, going about your day-to-day voice notes, messages, conversations, meeting your partner, your business partners, your investors, your clients, and just tuning into their language.

And at a basic level, mirror and match. At an advanced level, think about their energy and how to complement it and make sure you avoid the conflict. And then at an expert level, like really expert level, start tuning into the more strategic, more intangible, non-auditory communication styles that will enable you just to understand the situation better.

A couple of top tips to finish. So first is self-awareness. I alluded to it slightly there.

The biggest thing for you here is self-awareness. Most people can't communicate. They can't speak other people's language.

They have no self-awareness. All they're interested in is what they've got to say and how they've got to say it. Increase your self-awareness today by realizing there's 12 different languages and you only speak one.

When you speak to people later on today, figure out what language they speak and then try and talk their language. It will change your life. It will change your business.

It will take your next level. It'll just make your life really easy. The second is it's not me, it's you.

So it's not me, it's you. So you're listening to this. What does Dan mean when he says it's not me, it's you?

It's this is not about me. This conversation is not about me. It's not about what I want to say.

It's not about how I want to say it. It's about you. I'm talking to you on this podcast in a tonality and a frequency and in a structure that I think the masses will understand.

It's not about me. It's about you. If it was about me, it would have been 10 minutes.

I'd have given you a couple of illustrations and to me, I'd have thought you got it. You wouldn't have got it. That's why this is not about me, it's about you.

When you walk around later today, every person you speak to, you think it's not about me, it's about them. And think about who are they? How do they talk?

What are they trying to get to? What's important to them? What are their values?

What are their energies? What are their communication styles? And then just start to mirror and match it at a basic level.

It's not me, it's you. And then finally, people say, well, that's fine, but how do I actually figure out what their language is? How do I know what their language is?

It all sounds like all great, makes sense, sounds like it's going to be really valuable, but how do I figure it out? And this is easy. The best way to be a good conversationalist is to start a conversation with two ears and one mouth.

Just listen, let someone flow. Tune into what are they saying? What are they actually saying?

How are they saying it? What's their energy like? Are they a dynamo?

Are they a blaze? Are they a tempo? Are they a steel?

Are they an extrovert? Are they an introvert? Just tune into it and just don't say anything.

And then once you've let them speak for long enough, you can interject, you can direct the conversation, but just be two ears and one mouth and basically run your analysis on them and then figure out, right, you actually speak Spanish, Japanese, German. You actually speak blaze, steel, tempo, dynamo. You actually speak introverted, extroverted.

You actually speak fast, slow. You actually speak high frequency, low frequency. You actually speak X, Y, Z, whatever it is.

Tune into it and then communicate in that language. The more you take this on board, the more you practice it, the more you start to learn it, it'll be the same as far up the flywheel. The first five conversations of self-awareness and actively engaging will almost break you because you won't know what you're doing.

It'll be awkward and you'll probably be a little bit strange, but the next five will make you. You'll get your first result where you say, wow, for the first time ever, my finance director understood what I was saying. Wow.

For the first time, my sales team got excited in a sales meeting because I got them excited. I lifted my energy. I talked to them rather than showing them a presentation.

Wow. For the first time, my PA actually understands what I'm doing because I've slowed down. I've given her the instruction.

For the first time ever, she's done a great job because I've set her up properly. You'll start to get these results the same way as the flywheel. It'll warm up.

If you're not listening to that podcast, go back and listen to it. It's an absolute life changer, literally changing my life right now, using it as always through January, February, March. It's going to be exactly the same with this in practice.

Go out there, start to speak other people's language today and start with the basics, move on to the next level. I guarantee you, your life, your business, your conversations, your deals will just get far, far easier. If you're not already subscribed to this podcast, please click subscribe.

I don't want you to miss any of these. We do them every Tuesday. Hopefully, in the 30 minutes that it takes me to record it, in the 30 minutes for you to listen to it, every single one will give you a game-changing skill, blueprint, hack, insight, direction.

I'm just trying to give you my life's learnings that's enabled me to achieve all the things that I've achieved in business, entrepreneurship, investment, and trying to get my best life by design year on year. Subscribe, share these in your WhatsApp group, share them in your Facebook group. I said earlier, with your investors, your business partners, your team, your life partners, the content in this podcast specifically about communication styles could be really valuable to them in dealing with your clients on your behalf, having a better relationship with your life partner, or if you've got a business partner, enabling you both to have a more facilitative relationship together, but also be able to communicate with other people, third parties, and stakeholders better moving on from today. Hope you enjoyed it.

Wish you all the best of luck. Work your way up from the basic to the advanced to the expert, and let's get you speaking two, three, four, five languages as we go through the next days, weeks, and months. Remember, success and failure are very predictable.

The more of these blueprints you can put into the practice, the more progress you'll achieve in your life, whether it's wealth, health, or life by design. You put this into practice, you execute effectively, and we all know by now, success and failure are both very predictable. I'll see you on the next one.

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