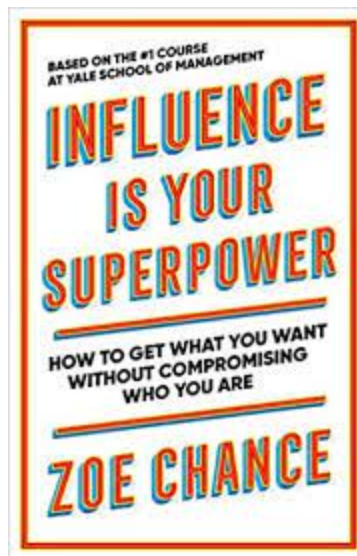




Influence is your superpower

Tags	booksummary selfimprovement
Author	Zoe Chance
Goodreads Link	https://www.goodreads.com/book/show/57927579-influence-is-your-superpower?ac=1&from_search=true&qid=ATWNP1q2FB&rank=1



Favorite Quotes

My favorite was a print ad for Durex condoms that ran during the month of June. Very simple. Just a few words on a lavender background: "To all those who use our competitors' products: Happy Father's Day."

Negotiation is just a conversation aimed at coming to an agreement.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

Overview

Rediscover the superpower that makes good things happen, from the professor behind Yale School of Management's most popular class

“The new rules of persuasion for a better world.”—Charles Duhigg, author of the bestsellers *The Power of Habit* and *Smarter Faster Better*

You were born influential. But then you were taught to suppress that power, to follow the rules, to wait your turn, to not make waves. Award-winning Yale professor Zoe Chance will show you how to rediscover the superpower that brings great ideas to life.

Influence doesn’t work the way you think because you don’t think the way you think. Move past common misconceptions—such as the idea that asking for more will make people dislike you—and understand why your go-to negotiation strategies are probably making you less influential. Discover the one thing that influences behavior more than anything else. Learn to cultivate charisma, negotiate comfortably and creatively, and spot manipulators before it’s too late. Along the way, you’ll meet alligators, skydivers, a mind reader in a gorilla costume, Jennifer Lawrence, Genghis Khan, and the man who saved the world by saying no.

Influence Is Your Superpower will teach you how to transform your life, your organization, and perhaps even the course of history. It’s an ethical approach to influence that will make life better for everyone, starting with you

Notes

CHAPTER ONE AND A HALF: Searching for Temul

Page 14 · Location 393

The Mongolian word *temul* describes creative passion and has been poetically translated as “the look in the eye of a horse that is racing where it wants to go, no matter what the rider wants.”

CHAPTER TWO: Influence Doesn't Work the Way You Think

Page 23 · Location 506

Gator (System 1) is the first responder. Always. The Judge (System 2) is the second-guesser, but only sometimes, when the task is sufficiently important and demanding—and you have the mental bandwidth. The Gator can make decisions without input from the Judge, but the Judge can't make decisions without input from the Gator. This asymmetry is one of the keys to influence.

Page 30 · Location 597

While we tend to seek out information confirming that we're right, we also tend to avoid information that might prove us wrong or make us unhappy.

Page 30 · Location 608

The Judge cherry-picks information that helps us do what we want to do and believe what we want to believe. And those desires come from the Gator.

Page 33 · Location 651

Both the Gator and the Judge are responsible for what you're thinking (consciously or not) and what you're doing, but only the Gator is responsible for how you're feeling.

Page 37 · Location 694

Our brains are hardwired to come up with explanations for what we're doing, even when we don't have the faintest freaking idea why we're doing it.

CHAPTER TWO AND A HALF: The Path of Least Resistance

Page 40 · Location 724

Gators are fast, yes, but they are also lazy and that's the secret of their efficiency. When you're not meeting the Gator's threshold for ease, your great idea is landing outside the bite zone.

Page 41 · Location 731

The bedrock principle of influencing behavior is this: People tend to take the path of least resistance.

st resistance.

Page 41 · Location 732

Ease is the single best predictor of behavior. Better than motivation, intentions, price, quality, or satisfaction. There's a little-known marketing metric for measuring ease called the Customer Effort Score that comes down to a simple question: How easy was it?

Page 42 · Location 752

One easy place to begin influencing people to do something is to help them remember to do it.

CHAPTER FOUR: The Curious Qualities of Charisma

Page 77 · Location 1208

Always remember that the most important person on the stage is the other actor.

CHAPTER FOUR AND A HALF: Moments of Truth

Page 97 · Location 1463

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CHAPTER SEVEN: Creative Negotiations

Page 154 · Location 2181

negotiation is just a conversation aimed at coming to an agreement.

CHAPTER NINE AND THREE-QUARTERS: You, Me, We

Page 227 · Location 3107

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