

# HOW TO READ PEOPLE

COMPANION GUIDEBOOK TO **HOW THE WORLD SEES YOU**

BY SALLY HOGSHEAD

## HOW TO READ PEOPLE

Every time you open your mouth to speak, you give cues about yourself. Whether you realize it or not, you broadcast your personality every time you walk into a room.

The more that you can understand how to read other people, the more effectively you can predict their decisions, and build a connection, and influence the outcome.

**Poker players know this.** At the highest level of play, poker isn't about the cards. It's about being able to read the signals that the person sitting across the table is consciously or unconsciously sending.

**At the highest level of play,  
Poker is not a game of reading cards.  
It's a game of reading people.**

Professional poker players watch videos of their main opponents during previous matchings. They slow the video down, watching frame by frame, to observe every tiny nuance. What are they looking for? They're studying the "tells" of the person on the other side of the table.

**"Tells" are all those seemingly insignificant gestures and reflexes that we each unconsciously send during our communication.** Tells are those tiny clues that reveal what a player is actually thinking or feeling about their cards and position in the game... the unintentional wince or a nervous flick of the fingers.



By watching slow-motion video of their key opponents, poker players can uncover the specific patterns of communication signals from the person on the other side of the table, and thereby decipher what that player is thinking about his or her cards. Every little bit of information helps them win. This specialized data gives players a competitive edge.

The same is true for you. When you understand and relate to the person sitting on the other side of the desk or boardroom, you're more likely to have a positive outcome.

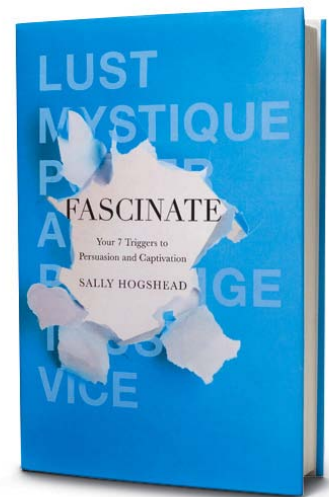
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*We're not playing poker. We're playing a different game.  
Our game is to try to attract people to engage with us.*

*Just as poker players watch each other with a trained eye,  
to see what the other person needs, we want to better  
identify our customer's or co-worker's needs. At the  
highest level of play, this is how to win.*

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**While researching my last book, *Fascinate: Your 7 Triggers to Persuasion and Captivation*, I interviewed a series of experts in a wide range of fields about how they apply specialized communication skills to succeed and win. Of these interviews, one of my favorites featured a world championship poker player, named Happy Schulman.**



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## UNDERSTANDING THE PERSON ON THE OTHER SIDE OF THE TABLE

**The more skillfully you can read other people, the more effectively you can determine how to collaborate with them, sell to them, and earn respect from them.** This is especially true during high-intensity moments, such as first introductions or negotiations. The more you understand how other people respond to you, the more likely you are to achieve a positive outcome.

**It all starts with knowing how the world sees you.**

## KNOWING HOW THE WORLD SEES YOU

Most people have a few obvious tells: when we're nervous, our voice gets high-pitched. When we're excited, our eyes open wide. When we're bored, we y-a-a-a-w-n.

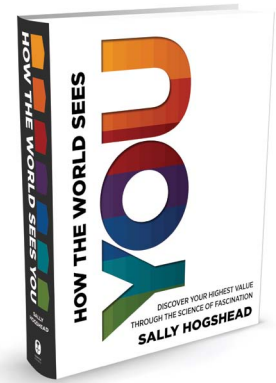
People also give off a whole range of signals beyond the obvious, and they're not related to body language. You're probably not even realizing them. These are tied to your personality. They're related to the individual patterns behind your Archetype.

In my new book, *How the World Sees You*, I show you how the world sees you, and how you are most likely to be seen at your best. In this guide, we'll refine your awareness of personality cues, and how you can win.

I don't play poker (at least, not well), and this guide isn't about playing poker. Yet this is about winning.

By "winning," I'm not talking about competition or gaining an edge over others (although you can certainly apply it that way). I want to help you succeed in all your communication with others, so you can win people over. Use this to win your customer's loyalty. Win a promotion. Win over new friends. And win the hearts and minds of the people who matter most.

**Connecting with someone begins with understanding them.**



How did we develop the Fascination Advantage® System?

The first research was published in *FASCINATE: Your 7 Triggers of Persuasion and Captivation*, published by Harper Collins and translated into 14 languages. We've conducted studies with global market research firm Kelton Research, and led employee training with Fortune 500 companies. Our most critical research includes the 250,000 participants who have taken the Fascination Advantage© Assessment.

## THE SHORTCUT TO UNDERSTANDING PEOPLE

What if you could have a shortcut to understanding other people? If you had that shortcut, you could spend less time on the trivial small talk, and more time on actual conversation.

**You could more quickly understand their point of view. You could give them what they truly want, and need.**

That would be pretty great, right?

Our clients find that as they begin to understand the seven Advantages, applying them in their own communication, something really interesting begins to happen: They can pick up which Advantages others are using.

As a result, our clients learn how to tailor their delivery and message to more quickly create rapport with the Advantage they identify with their listener.

They can identify when a prospective customer has a PASSION Advantage. On the other hand, if they have trouble “reading” someone during a first meeting, they understand it might be because of the MYSTIQUE Advantage. By recognizing the MYSTIQUE Advantage, they can know to tone down their body language and give a little extra space before getting too comfortable.

## THE MORE ACCURATELY YOU CAN READ PEOPLE, THE MORE QUICKLY YOU CAN BUILD A CONNECTION

In my new book, *How the World Sees You*, you'll get a clear, in-depth understanding of which communication Advantages you use most often. In a sense, reading the book is like finding out how a poker player would read your "tells." The more that you can understand how to read other people, the more effectively you can predict their decisions, and build a connection, and influence the outcome.

In Part II of the book, you'll discover how your personality adds value. You'll realize why you connect with certain people, and not others. You'll glimpse how other people are likely to perceive your words and actions.

Now, I'll go in reverse perspective. I'll help you quickly read other people, so that you can connect with them. Perhaps most importantly, you'll learn how people can add value to you.



## THIS GUIDE INCLUDES A BRIEF SUMMARY FROM HOW THE WORLD SEES YOU

**There are seven different ways that people communicate, and add value.**

Once you learn the Fascination Advantage System, you'll quickly begin to recognize the Advantages and patterns of those around you. At networking events, for instance, you'll recognize the warm personalities that quickly make strong connection (that's PASSION). In brainstorming sessions you'll notice who invents ideas (that's INNOVATION). In meetings, you'll observe the cautious co-worker who carefully keeps projects on track (that's ALERT).

Here's a quick look at identifying the Advantages of the people around you. You can begin to "read" the Advantages someone is using in their communication, so that you can more quickly build rapport. I'll give you a few fast tips for beginning the process of identifying how others add value through their Advantages.



## READING SOMEONE'S TRUE NEEDS AND WANTS

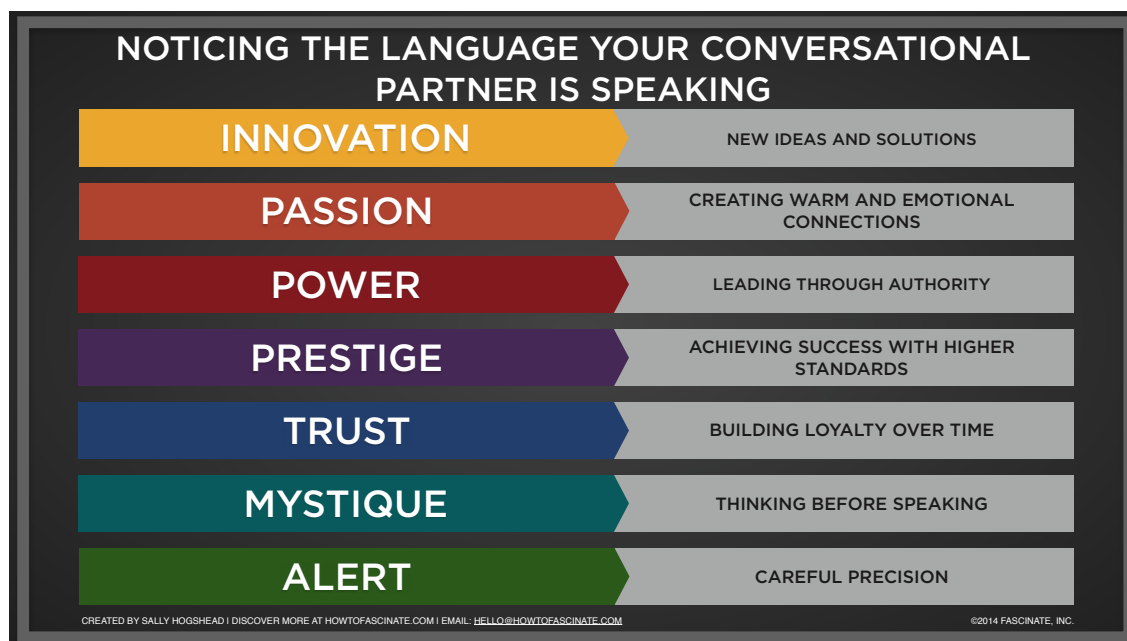
**Begin by noticing the “language” that your conversational partner is speaking.**

Think of your clients and customers. If you could more accurately interpret their signals, you can tell when they're becoming annoyed, or bored, or disinterested.

If a co-worker takes the Fascination Advantage Assessment, it's easy to find out their communication style... just look at their report. But what if they haven't taken the Assessment? What if you want to better understand your CEO or client?

*How can you identify the Advantage in others, even if they have not taken the Fascination Advantage Assessment?*

**This question presents a big topic, and the answers encompass an entire training curriculum. Yet, I do want to give you a few specific tips to get you started, below.**



Leaders, you will want to learn how to identify the Advantages in your team members, so you can adapt your style to support their best, and to help different personalities better perform in their role. By mentally cataloguing your contacts according to which Advantages they use, you can gain a big jump-start in building rapport. You can more quickly dial into which frequency they are most likely to use on their communication radio.



# INNOVATION

*Innovation personalities speak the language of creativity.*

With an entrepreneurial approach, they help a group brainstorm new solutions. You'll find they surprise you with unconventional ideas, and they may advocate an untraditional point of view. In sales they transform the humdrum into something that feels unique.

By using their natural creativity, they keep the buying party interested—even in commoditized markets. INNOVATION personalities love experimenting and they prevent a company from going stale. (And they seem to enjoy starting a new project more than finishing it!)

## INNOVATION ADJECTIVES:

- Creative
- Visionary
- Entrepreneurial

# PASSION

*Passion personalities speak the language of relationship.*

They quickly build rapport and relationships. They tend to have a wide social network. They do business by treating others like friends, or even like family. In a car showroom, for instance, they can win the sale solely based upon their personal connection with people walking through the door.

Is someone expressive? Do they often use vivid and emotional words? Do they use strong body language? These are hints that someone has a strong PASSION Advantage. With exuberance and enthusiasm, PASSION boosts presenters of ideas and information. They're able to adjust messages in real time based on the reaction of their audience.

PASSION personalities shine in face-to-face situations. They boost other team members' motivation and build a team spirit.

## PASSION ADJECTIVES:

- Expressive
- Intuitive
- Engaging

# POWER

*Power personalities speak the language of confidence.*

You'll recognize a POWER personality when they communicate with strength and command. Do they tend to take control of a situation? Do they often speak with a definite point of view? Do they come across as decisive? In Part II of the book, you'll discover how your personality adds value. You'll realize why you connect with certain people, and not others. You'll glimpse how other people are likely to perceive your words and actions.

POWER personalities actively lead situations rather than passively sitting back. They communicate and inspire with intensity. They get involved, and often command the direction of a group.

You'll find they shape opinion and guide their peers, and they tend to confront problems to clear the path for progress. They're able to quickly make decisions by weighing facts and opinions. They usually listen to the advice of others, but ultimately design the action plan.

## POWER ADJECTIVES:

- Confident
- Goal-Oriented
- Decisive

# PRESTIGE

*Prestige personalities speak the language of excellence.*

These overachievers earn respect with higher goals. PRESTIGE is ambitious and focused on improving the outcome.

Is someone fiercely competitive? Do they have a keen eye for detail? Are they frequently unsatisfied? Is good enough never good enough for them? PRESTIGE personalities seek consistent improvement and tangible evidence of their success.

You'll find they're motivated by clear rewards and the respect of their peers. In sales, they are usually able to persuade others to buy by elevating the perceived value of the sale, which makes the idea or service more enticing to the purchaser.

## PRESTIGE ADJECTIVES:

- Ambitious
- Results-Oriented
- Respected

# TRUST

*Trust personalities speak the language of stability.*

These folks are dependable, always following through on what they promise. They feel familiar, as though you already know them.

Does someone tend to follow the same routine, day in and out? Do they follow tried-and-true methods rather than experiment with new ways of doing things? Are they traditional in their dress and style?

You'll find that TRUST personalities don't like change. They keep the ship steady.

## TRUST ADJECTIVES:

- Stable
- Dependable
- Familiar

# MYSTIQUE

*Mystique personalities speak the language of listening.*

By listening, they can think things through rather than jumping in too quickly. You'll find that you have a hard time "reading" what they are thinking. They rarely show strong emotions and are able to remain calm in situations of mounting pressure.

Does someone prefer to stand back and observe rather than be in the spotlight? Do they carefully think through an issue before voicing their opinion? Do they remain unruffled under pressure?

MYSTIQUE personalities carefully choose what to reveal and share. They communicate selectively, and they present their ideas in an objective, factual manner. They're unlikely to ramble, overstate, or make claims that they cannot back up. They prefer to immerse themselves in analysis and problem solving.

## MYSTIQUE ADJECTIVES:

- Independent
- Logical
- Observant

# ALERT

*Alert personalities speak the language of details.*

People who use the ALERT Advantage have a natural ability to handle the details and stay focused on outcomes. They usually approach tasks in a linear and rational way, focusing on concrete deliverables such as schedule and budget.

As managers they set clear expectations and deadlines. They plan for themselves, and others. That's how they keep everything on track, and avoid unwelcome surprises.

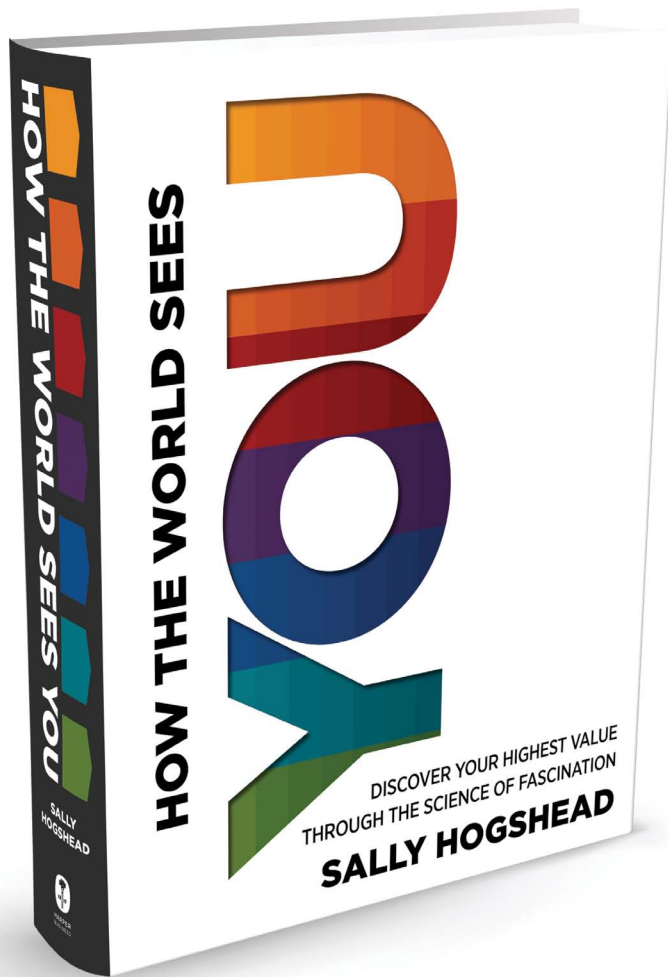
Teams with a high ratio of PASSION and INNOVATION can often benefit from a greater use of ALERT to keep projects on track, avoid mistakes, and get the job finished.

## ALERT ADJECTIVES:

- Proactive
- Organized
- Detailed

# IDENTIFYING A PERSON'S PRIMARY ADVANTAGE

HOW THEY ENGAGE OTHERS	HOW THEY COMMUNICATE	HOW THEY ADD VALUE	THEIR PRIMARY ADVANTAGE
Creative, Visionary, Entrepreneurial	<b>They tweak traditional conversation.</b>	Creative problem-solver.	<b>INNOVATION</b>
Expressive, Intuitive, Engaging	<b>They immediately create an emotional connection.</b>	Relationship-builder with strong people skills.	<b>PASSION</b>
Confident, Goal-Oriented, Decisive	<b>They speak with authority and control.</b>	Become the opinion of authority.	<b>POWER</b>
Ambitious, Uncompromising, Respected	<b>They seek results and respect.</b>	Overachiever with higher standards.	<b>PRESTIGE</b>
Stable, Dependable, Familiar	<b>They bring even-keeled consistency.</b>	Stable, reliable partner.	<b>TRUST</b>
Understated, Logical, Observant	<b>They listen carefully and observing.</b>	Solo intellect behind-the-scenes.	<b>MYSTIQUE</b>
Proactive, Organized, Reliable	<b>They focus on the task at hand.</b>	Precise detail manager.	<b>ALERT</b>



## SEE THE BEST OF **HOW THE WORLD SEES YOU**

HOW THE WORLD SEES YOU: DISCOVER YOUR HIGHEST  
VALUE THROUGH THE SCIENCE OF FASCINATION

HOW DOES THE WORLD SEE YOU?

HOW DO YOUR CUSTOMERS SEE YOUR EMPLOYEES?

HOW DO YOU SEE OTHERS?

THIS BOOK WILL TELL YOU.

**ORDER YOUR TEAM KIT HERE**  
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