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the psychology powering human interaction



# Meetology<sup>®</sup>: The Fascinating Science Behind Human Interaction



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**The Meetology<sup>®</sup> Group**

21<sup>st</sup> July 2015  
Birmingham, UK



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# Our Team



**Dr Paul  
Redford**  
Head  
Psychologist



**Dr Virginia  
Harrison**  
Associate  
Psychologist



**Gemma  
Pike**  
Associate  
Psychologist



**Chris  
Neighbour**  
Associate  
Psychologist



**Liz  
Taylor**  
Associate  
Psychologist



**Jan  
De-Jong**  
Associate  
Psychologist





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# Research Library

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**mental**

brain performance, thoughts & emotions



**social**

interaction, influence & persuasion



**space**

the perfect meetings environment



**bizarre**

weird, wonderful, but true!





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mental

brain performance, thoughts & emotions



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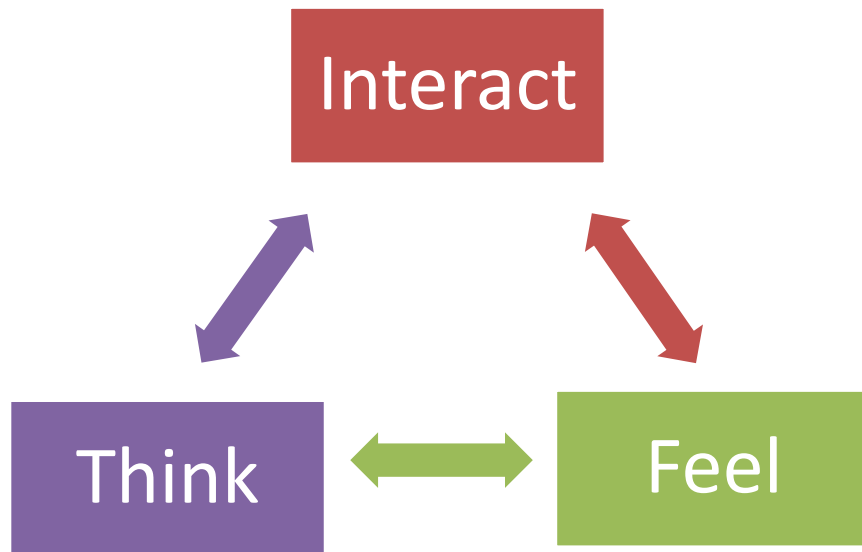


# mental

brain performance, thoughts & emotions



mental





mental

# How Are You Feeling?





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# Mental Preparation

**What emotion is most appropriate for interacting?**





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# Smile





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# Smile





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# Smile





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# Posture





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# Anchors





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# Smell





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# Music





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# Clothes







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# Food





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# Exercise





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# Beliefs





# Beliefs





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# Positivity Ratio

**+ / -**



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# Self Talk

**“I can.....”**

**Vs**

**“Can I...?”**



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# Building Rapport

## Best way to start a conversation?



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# Unconscious Bias



social

# Unconscious Bias





social

# Unconscious Bias





social

# Unconscious Bias





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# Experiment

**‘E’**



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# Experiment







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# We Live in Our Own World

**Remember that we each create our own reality...**



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The world has a million different ways  
of having a good time.  
And an equal number to make sure you don't.  
How you choose to wind down is almost  
guaranteed to wind someone else up.  
At HSBC we see this through  
millions of customers, every single day.  
That's a lot of views on how people  
want to work, and how they want to play.  
The world would be a dull place indeed  
if we all agreed on everything.  
But it's much more fun because we don't.

HSBC   
The world's local bank





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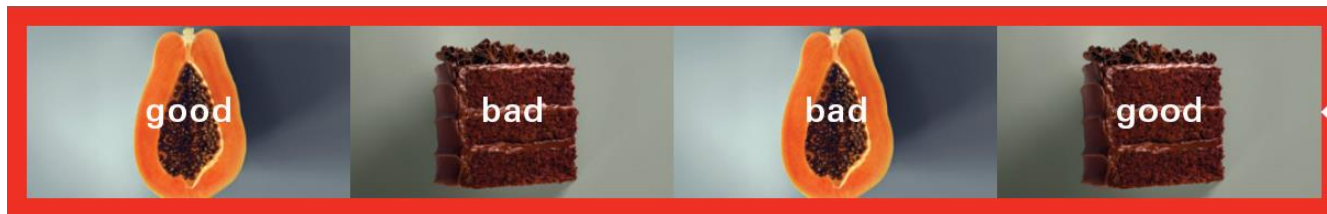
You are what you wear.  
But what you wear depends on where you are.  
In different parts of the world a simple pair  
of jeans could signal rebellion or the day-to-day  
uniform of the CEO.  
We're fortunate enough to see this every day,  
doing business with over 100 million customers  
all over the world. And it's our view that there's  
no problem in these differences, only potential.  
For us, an open mind is the only  
really 'must-have' accessory.

HSBC   
The world's local bank.





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Adapted by HSBC Holdings plc.

We're not all tempted by the same things. What one person finds wonderful will be looked at with distaste by someone else.

But a difference of opinion can be a healthy thing.

At HSBC we encounter the particular preferences of millions of customers around the world every day. And it's our firm belief that there's no problem having different views, just potential.

[yourpointofview.com](http://yourpointofview.com)

**HSBC**   
The world's local bank





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Ask a hundred people what they do for fun  
and you get a hundred different answers.  
Ask a hundred million customers all over the world  
and you can guess what happens.

At HSBC we're involved in this conversation on a  
daily basis. What people want from life, what they  
want to do and how they like to fill their free time.

It would be easy to see this diversity as a  
problem, but we prefer to see only potential.

What if we all thought the same?  
Now that really would be boring.

HSBC   
The world's local bank



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# We Live in Our Own World

Remember that we each create our own reality...and connecting with others means meeting them in theirs'.



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# Being a Chameleon





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# Being a Chameleon

- **Similarities**
- **Physically**
- **Emotionally**







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# Being a Chameleon

- **Similarities**
- Physically
- Emotionally





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# Similarities

**What similarities  
do we have?**





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# Being a Chameleon

- Similarities
- **Physically**
- Emotionally





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# Mirroring





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# Being a Chameleon

- Similarities
- Physically
- **Emotionally**





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# Pacing & Leading





# Being a Chameleon

- **Similarities**
- **Physically**
- **Emotionally**





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# Introvert / Extrovert

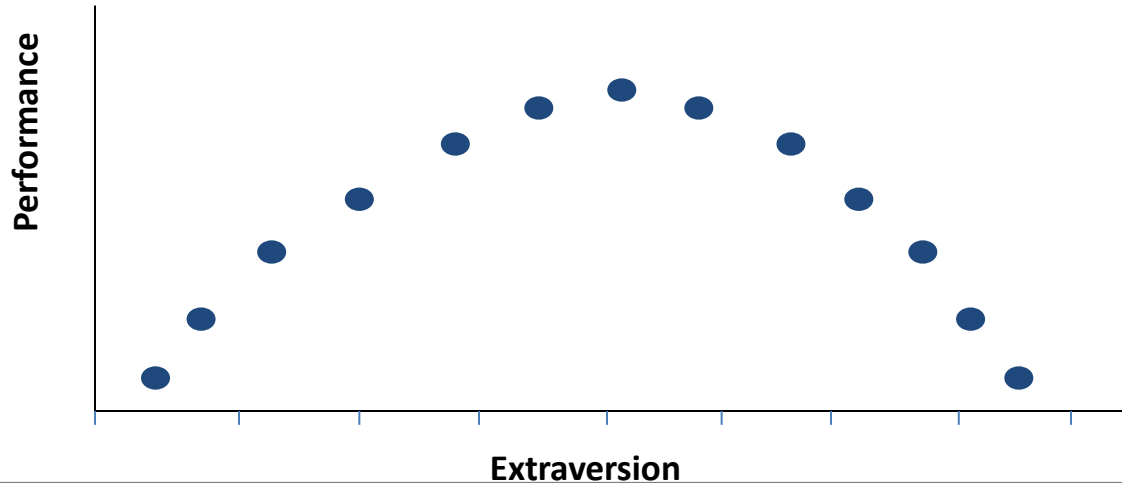




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# Introvert / Extrovert

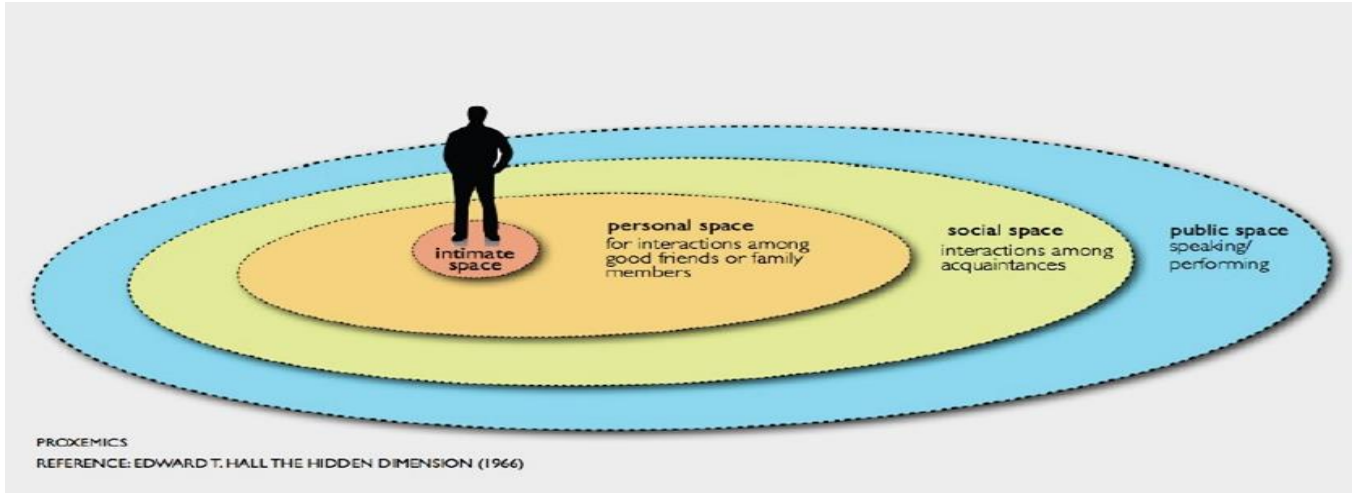


Adapted from Adam Grant,  
University of Pennsylvania



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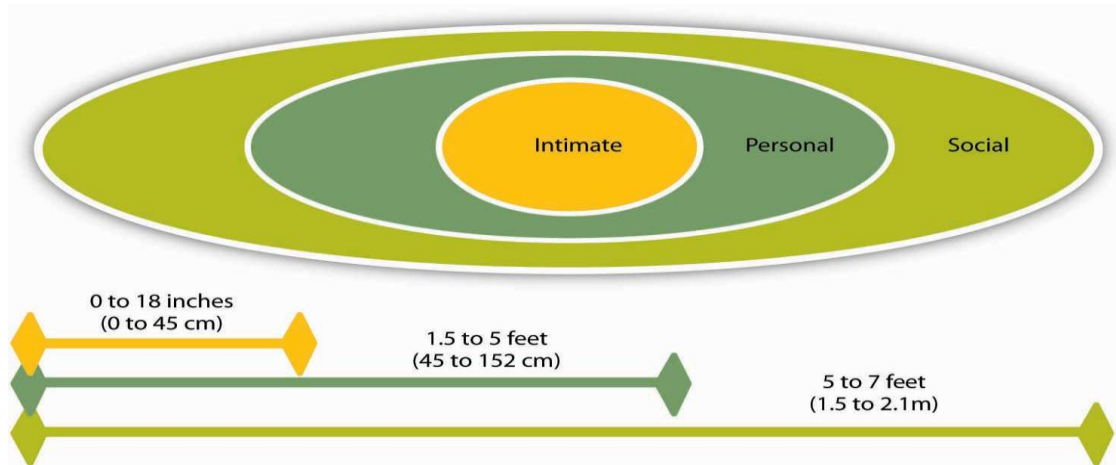
# Proxemics





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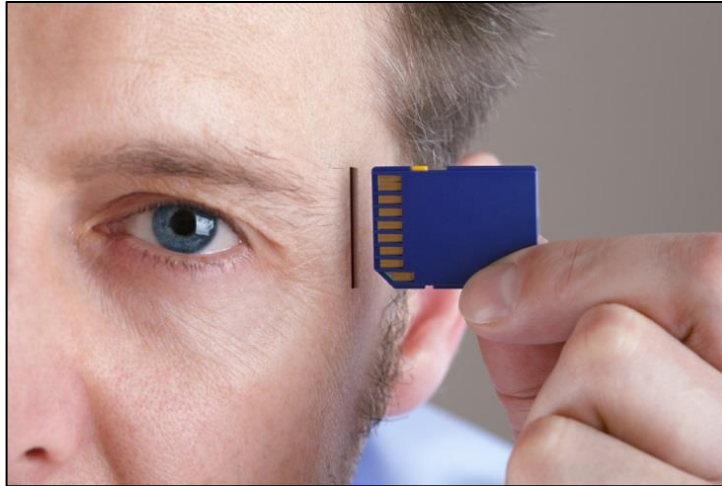
# Proxemics





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# Remembering People





# Remembering People

- Listen for their name and if possible ask them to repeat it
- Spell the name out in your head
- Create a crazy/ridiculous visual image of their name
- Use their name at least once in the conversation and also when you leave
- Regularly review their business cards to help their name to enter your long-term memory



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# Social Proof





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# Social Proof





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# Reciprocation







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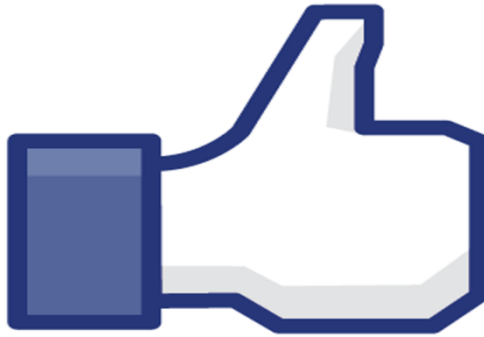
# Reciprocation





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# Liking





# Liking

- Pleasant
- Smiling
- Interested
- Complimentary
- Eye contact
- Socially skilled



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# Consistency & Commitment





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# Authority





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# Scarcity





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# Coffee anyone?





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# The Power of Food







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# The Power of Food

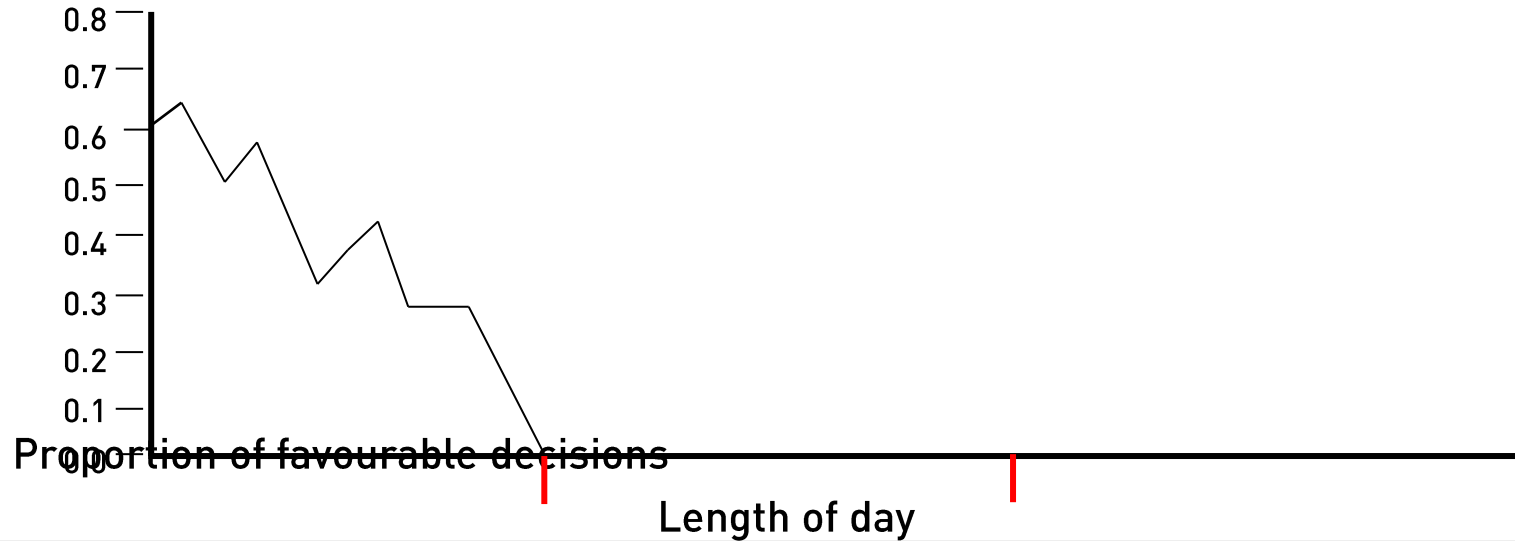




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# The Power of Food





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# The Power of Food

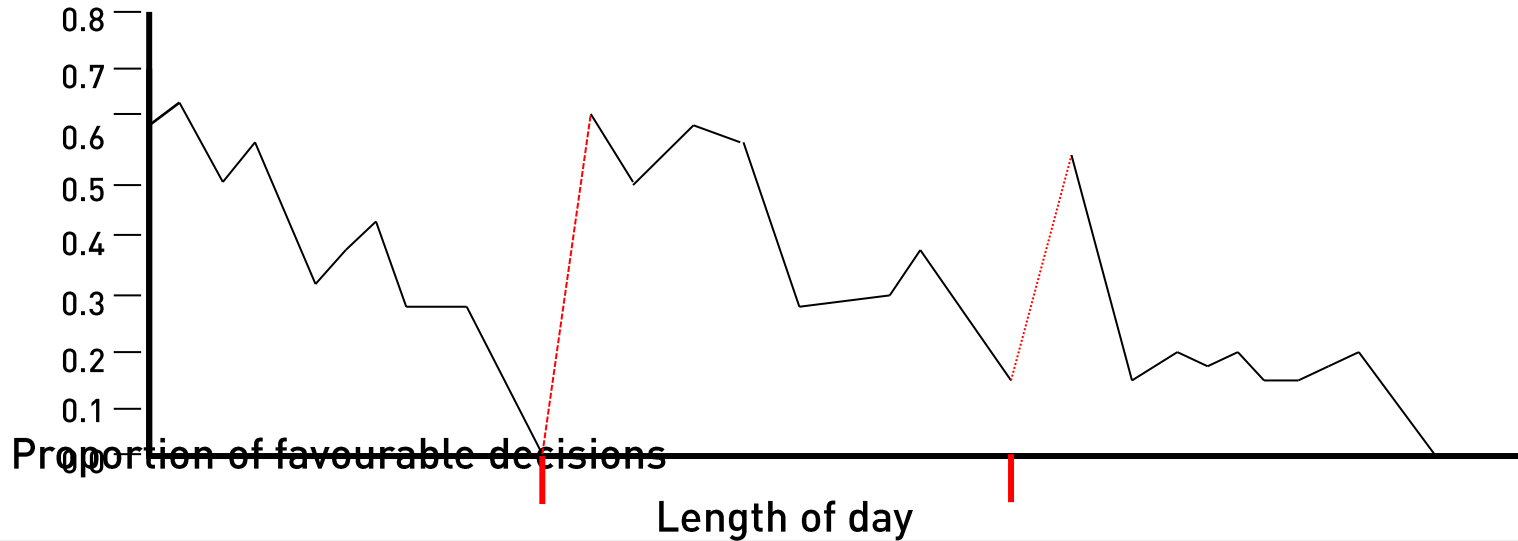




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# The Power of Food





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# Learning from Beer





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# Too much Choice?





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# Why you should never gossip!





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# Make a Mistake







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# The Perfect Handshake





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# Humour





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# Never Offer a Cold Glass





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# Talking Sense





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# Be Honest (early)





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# Touch





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# Start & Finish Well

**Start (Primacy) & Finish (Recency)**



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# Home or Away?



# Sit Carefully



# Temperature



# More Doors?



# Meet High Up?





# Curvy Furniture





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# bizarre

weird, wonderful, but true!



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# Ask in the Right Ear





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# Feeling Bitter?





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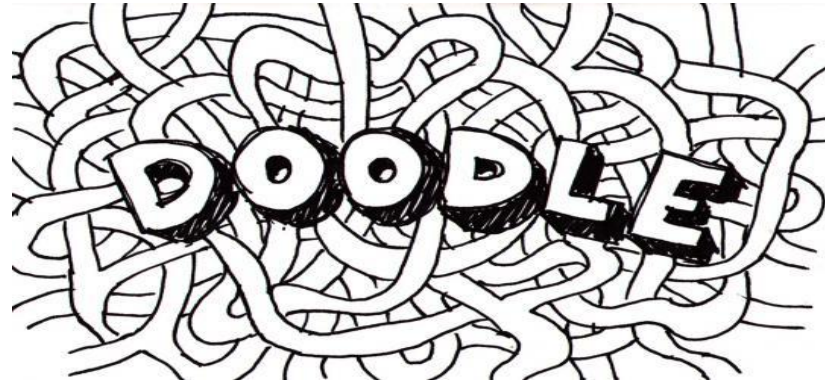
# Nudges





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# Do Doodle





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# Look Around







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# Free at 15.00 on Tuesday?



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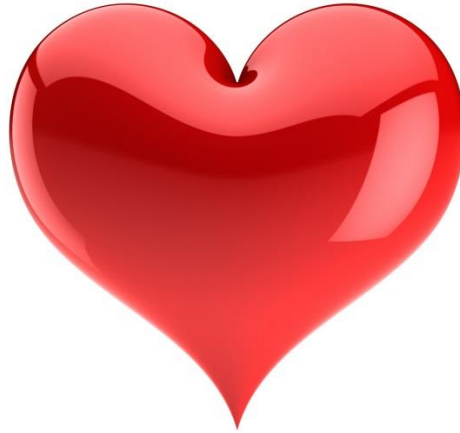
# Eye Contact





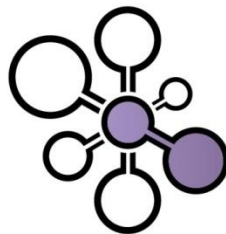
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# Eye Contact





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