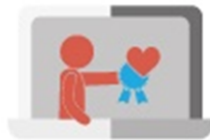


The 3 Engagement Essentials



Bury your Boomerang



Affirm what's good



Connect with Core Desires



There are 3 principles of engagement that underlie all other principles in the book. Chances are, most of us violate these principles in our daily interactions, and the (negative) impact is being multiplied through social media, emails, messages and other form of digital communications.

- **Bury your Boomerang:** Don't criticize, condemn or complain. The next time you're tempted to criticize someone or give them a piece of your mind via social media, email or message, hold yourself back. This will achieve nothing, and can only backfire.
- **Affirm what's good:** Everyone makes mistakes, and we all want to feel valued and appreciated. Rather than put others down, we can choose to affirm them.
- **Connect with Core Desires:** Influence is about tapping into what others are already feeling, what they really want, and then finding a way to offer it to them in a mutually beneficial way.

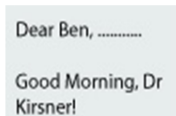
How to Create a Lasting Impression



Take interest in others' interests



Smile



Reign with Names



Listen Longer



Discuss what matters to them



Leave others a little better



- **Take interest in others' interests:** Self-interest is an inherent part of human nature. People gravitate towards people who are interested in them and their interests. Rather than just engage in digital media or campaigns, invest time

to truly know people and their problems / interests. That's the only real way to achieve mutual benefit.

- **Smile**: We tend to gravitate towards smiles, grins and giggles. In the digital space, your voice – be it spoken or written – can effectively convey a digital smile.

- **Reign with Names**: In the digital age, your name is like a company logo, and an identifiable name has great commercial value. However, when you interact with and know and interact with others, you have a relationship, which is even more valuable.

- **Listen Longer**: People want to be heard. Good listening leaves a lasting impression, a strong connection and builds trust. The key is to be present – suspend your own thoughts and give full attention to what the other person has to say.

- **Discuss what matters to them**: Don't just "push" your message – focus on what really matters to the other person:

- **Leave others a little better**: The best way to build relationships is to add value to others.