

## How Well Do You Look? - By Ian Harvey

While we spend much time in making sure that we look good how much time do we spend making sure that we look good?

The ability to really see things is critical to our empowerment. We are constantly told that information is the key to success. Therefore POWER must exist in information or more specifically our ability to sift the data and find the information that is most important. Zig Ziglar said *"You can have anything you want if you just help enough other people get what they want"*.

Therefore we could reasonably equate being able to get a very clear idea of what the "other people" want with our own empowerment.

But there is so much data available today, how can we make sure we really get to the heart what the "other people" want? - It's all a question of how well you look!

Take a look at this picture.



What do you see? Quite likely you will see an old man. This is Bacchus the Greek god of wine and merriment. But how did you know it was an old man? This picture is really just ink on paper, but the seemingly random blobs of ink that you observed were then passed through your pattern recognition software (your subconscious mind) and you were able to match them with it existing forms and shapes that established the old man face.

All that happened in a split second and once the pattern is recognised you can react.

This is what we do in real life. The conscious mind is stimulated by a visual sight. It passes the observation onto the subconscious mind (which contains all the templates for recognition based on our OWN previous experience) The subconscious mind makes a pattern match and determines the response (also based on previous responses to similar pattern matches) and the action or response is then activated. And so we say with confidence *"This is a picture of an old man with a beard"*

But (and you might already have guessed) this is not just a picture of Bacchus. Embodied in this picture is also **the reason** why "other people" will "buy" what it is that you are offering. Have another look. It is not necessary to turn the page around, or to look at it with a different focus. The other picture is composed of all the elements of the first and is on the same plane.

"Other people" will buy what you have to offer if you can tap into their emotion. The other picture here is pure emotion. It "feeling". It is "desire". It is why we are here. It is how we got here. It is everything there is and yet you can't hold it in your hand. It is the purest thing that can exist between two people. It is what everybody wants! But most of us just see the wine and the merriment.

Why is it so hard to see? - It's all a question of how well you look!

Once we have recognised a pattern (the old man) we respond. The fact that we have gone on to the response phase tends to shut out any further attempt to recognise. In other words we have stopped looking. To be able to look well, to be able to see what “other people want” we must be able to see and recognise things from their perspective, not our own. But our pattern recognition software has become so finely attuned that its main function is to return a match as rapidly as possible. (This is actually a good thing when you are driving).

How can you fully appreciate what other people want? - It's all a matter of how well you look!

We must develop the ability to look beyond our first impression. This will obviously take a little more time and effort. It is hard to resist the temptation to simply go with your first thought, to shoot from the hip.

There are a few easy steps that you can take to begin to focus on the other picture. Here are just a few

- ◆ Ask questions without comment
- ◆ Resist the temptation to talk about yourself
- ◆ Get the other person talking
- ◆ Maintain good eye contact
- ◆ Watch the responses
- ◆ Learn to read the eyes and the body language
- ◆ Earn their trust
- ◆ Practice, practice, practice.

In the practice of this and other strategies we will begin to recognise the other patterns that exist and ultimately empower ourselves

It's all a question of how well you look!

Frustrated? Want to do it the easy way? Want to know what the picture is? Here's a clue. The hair is an archway. Keep working on it. This article would not empower you were I to tell you the picture's secret. I am available for counselling.

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Ian Harvey is a speaker and trainer with over 30 years experience in the importing, manufacturing, IT, automotive and distribution industries.

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