

# The Science of Social Engineering

NLP, Hypnosis and The Science of Persuasion

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# Outline

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- \* **The Basics**

- \* Social Engineering and Persuasion

- \* **The Language of Influence**

- \* **Framing - Context over Content**

- \* **Hypnosis**

- \* The art of communication

- \* **Putting it all together**

# ***The Language of Influence***

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- \* **Language is the prime mode of influence**
  - \* What is the differentiates skillful use of language?
  - \* Language is the programming language of the mind
- \* **The Main Functions of Language (and the mind)**
  - \* Deletion
  - \* Distortion
  - \* Generalization
- \* **The Meta Model and The Milton Model**
  - \* Precision and Artful Vagueness

# ***Framing***

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- \* **Context Is More Important than Content**

  - \* Human Nonlinearity

- \* **The Cognitive Frame**

  - \* How do I establish a context for influence?

  - \* Cialdini - The Master of the Frame

- \* **Moving and Controlling Frames**

  - \* What Color is Your Parachute?

# ***The Language of Influence***

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# Hypnosis

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- \* **Hypnosis is not what you think it is.**

- \* Dave Elman: *"a state of mind in which the critical faculty of the human mind is bypassed, and selective thinking established."*

- \* **Traditional Hypnosis**

- \* Structured attention

- \* **Milton's (and Grimm's) Art**

- \* Use (apparently) unstructured attention

- \* Patterning and framing through metaphor

- \* **The Mental Buffer Overflow**

# ***Back to Social Engineering***

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- \* **Bringing it back to the real**

- \* *Structured Examples of Reality*

- \* **Social Engineering is All About Framing**

- \* Back to Cialdini - pick your frame

- \* Use language artfully within the engagement

- \* **Putting it all together**

# Thanks

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