

# NLP SECRETS TO MASTER THE INTERVIEW

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CAREER RESUME  
CONSULTING



# Why Learn NLP today?

- Human behavior, including hiring behavior, is **ruled by the unconscious mind**
- If we can influence the unconscious mind, **we can influence the decision-maker's actions** without them being aware of it
- We do this by **creating a strong bond with their unconscious**
- As a job seeker, the perfect hiring process is one in which we have **the most control over the situation**
- Lots of little pieces of control add up to **create a huge influence**
- The more control YOU have in the process, the more likely **it becomes YOUR decision** whether to take the position or pass it up

# General NLP Techniques to Use in Interviews

- **awareness of body language** of self and others
- awareness of **intonation** of self and others
- rapport building
- use of **time-related grammar** (future pacing)
- modal verbs / modal operators (**would, should, could, etc**)
- communication models and language predicates
- embedded commands
- embedded questions
- **body mirroring**
- awareness of emotional state and how to keep hold of that state

# Language Predicates

## VISUAL

01

Memorizes by **seeing pictures**, and are less distracted by noise. Often have trouble remembering, and are **bored by long verbal instructions** as their mind may wander. They are interested in how things look.

## AUDITORY

02

Typically are easily distracted by noise. They can **repeat things back to you easily and learn by listening**. They like music and talking on the phone. Tone of voice and the words said can be important.

## KINESTHETIC

03

Often they talk slowly and breathy. They like physical rewards and touching. They memorize by **doing or walking through** something. They will be interested in something that feels right or gives them a **gut feeling**.

## AUDITORY DIGITAL

04

They spend a fair amount of time **talking to themselves**. They memorize in **steps, procedures, sequences**. They will want to know **how the program works**. They also exhibit characteristics of other representative systems.

# Language Predicates





# Presuppositions: Assuming the Outcome

“Buy this car” vs. “Have you heard how easy it is to buy this car?”

“If I were to start this job in the next few weeks, what would be....”

And, “if I were to take on this role, would I be....”

In general, if you want someone to hire you, get them to **see/hear/feel** it a minimum of **five times in their mind**.

# PRESUPPOSITIONS

With most presuppositions, whether the statement is positive or negative, it will still result in the person creating an internal representation. This is because we are implanting ideas into the unconscious mind, and **the unconscious does not understand negatives.**

# PRESUPPOSITIONS: POSITIVE & NEGATIVE

## Examples:

We all love  
Oreos.

Don't think  
of Oreos.

The black cat saw  
me cross its path.

The black cat didn't  
see me cross its path.

In an interview, you can include:

(If/then statement) “If I don't get the role of Project Manager here at Intel, then, are there other roles that will be available now or in the future?”



# Possibility & Necessity Words

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**Words of possibility or necessity** make it easier to implant Internal Representations in people's heads.

These are words that people naturally respond to, because the rules in life are made up of these words *since we were children*.

# Possibility / Necessity Words

These words include:

- Can / can't
- Should / shouldn't
- Could / couldn't
- Must / mustn't
- Will / won't
- Have to / don't have to

Example:

**“If I were to take on this role, you could give me** the project of securing your intellectual property, since I'm very familiar with that responsibility.”

# Examples of Conversational Hypnosis

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1. **Mind Reading:** claiming to know the thoughts or feelings of another person without saying how you knew, as if you were reading their mind.
  - a. “I know that you’re wondering...”
2. **Lost Performative:** sharing a value judgement on someone or something, but not saying who is doing the judging.
  - a. “And it’s a good thing to wonder...”
3. **Cause and Effect:** Implying that one thing causes or caused another. It’s not necessary for it to be true, only to sound plausible.
  - a. “Because when you wonder, you dream, and once you dream, you can make the impossible happen”
  - b. “If.... Then....
  - c. “As you... then you....”
  - d. “Since...”
4. **Tag Question:** A question added after a statement, designed to displace resistance.
  - a. “Can’t you?”

# Getting Other People to Like You

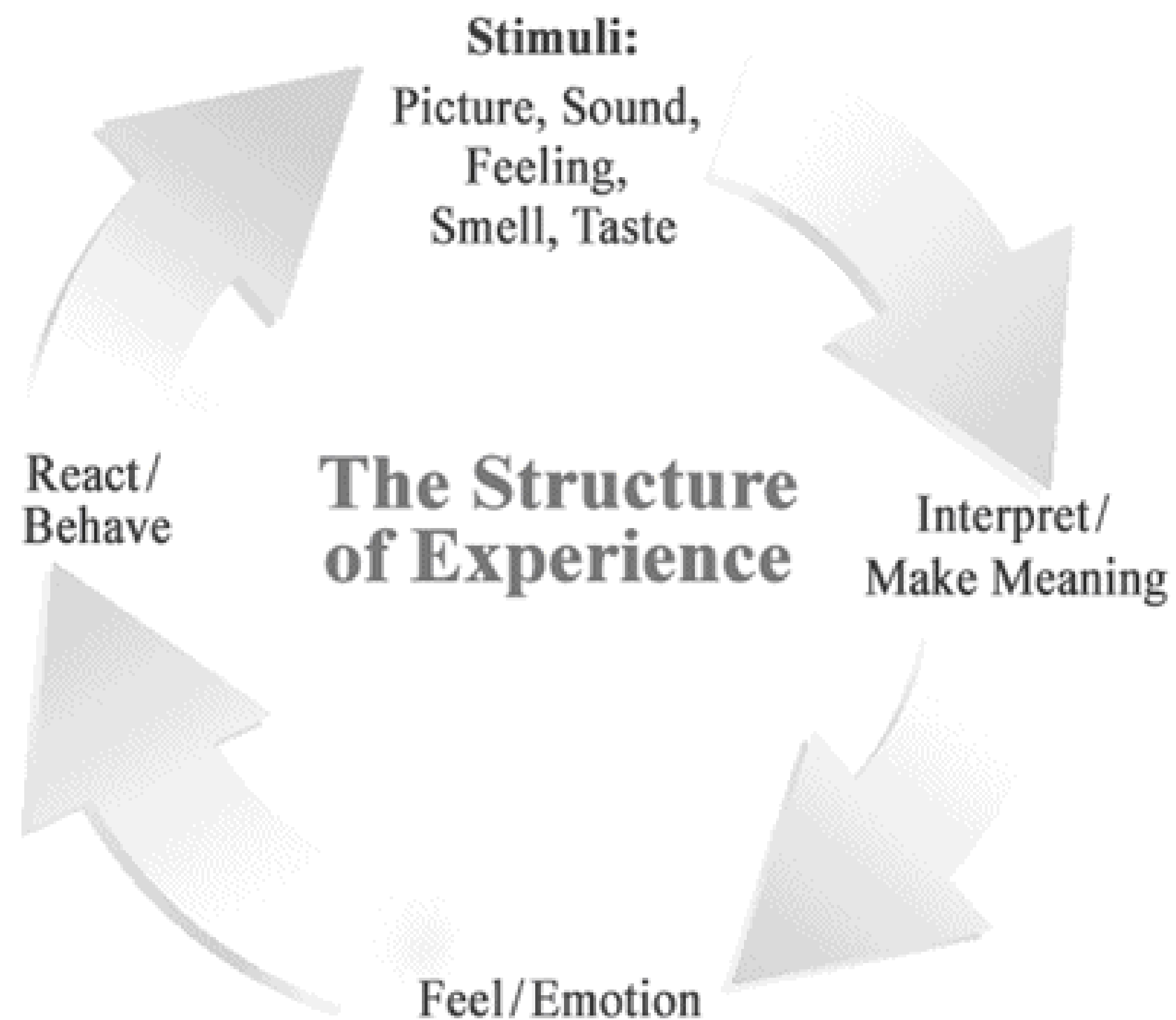
This is an easy set of NLP techniques, but they have the power to **help you get along with virtually anyone**. There are lots of ways to build rapport with another person. One of the quickest and effective ways comes from NLP. This technique involves subtly mirroring another person's **body language, tone of voice, and words**.

**People like people who are like themselves.** By subtly mirroring the other person, the brain fires off “mirror neurons,” pleasure sensors in the brain, which make people feel a sense of liking for anyone mirroring them.

The technique is simple: Stand or **sit the way the other person is sitting**. Tilt your head the same way. Smile when they smile. Mirror their facial expression. Cross your legs when they cross theirs. Mirror their voice, etc.

The key to creating an unconscious rapport is **subtlety**. If you are too overt, the other person may notice consciously, which would most likely break rapport. So, keep your mirroring natural and calm.

# AUTOPILOT



## AUTOPILOT: THE MIND'S THREE FAVORITE OPTIONS

There's another really important thing that happens in the mind: it does certain things automatically – and without our awareness. It **generalizes**, **deletes**, and **distorts** information.

# GENERALIZATION

**Generalization** is noticing how an experience is similar to other experiences. It's a natural process. We perceive people, things, and events by noticing *aspects* of the experience that are like *previous* experiences.



# DELETION

What's deletion? **Deletion** is dropping away aspects of an experience. Deletion is natural. When we perceive or remember someone or something, **we often leave out the background, other people, and so on.** That's deletion.

# DISTORTION

**Distortion** is changing a memory of an experience from what it *actually* is to *your perception* of what it is. Distortion, too, is natural.

We perceive and remember people, things, and events based on *aspects* of the experience: the typical dog, the ideal friend, the worst vacation, and so on. This is a distortion. It's a bit of experience, but we have **dropped** out a whole lot of details and filled in the rest with imagination.

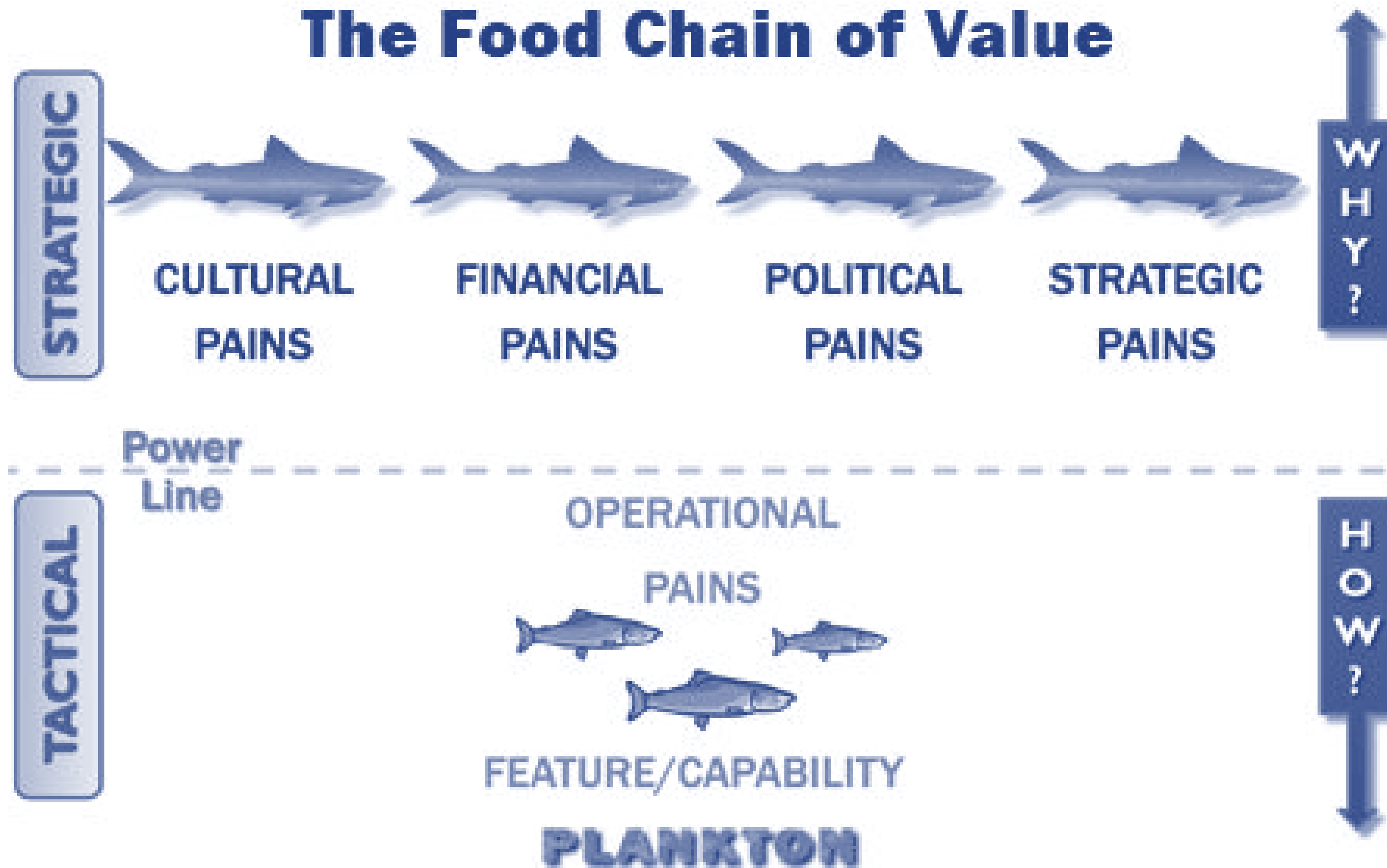
# ENGAGEMENT

One effective approach is to use provocative point-of-view statements.

Examples include:

- “**Tell me a bit about** how you derived the budget for this year’s main initiative and whose budget will be spent?”
- “**What problem(s)** are you trying to solve, and have you quantified the problem with a business case or value proposition?”
- “**What’s your timeframe** for this decision?”
- “**How did you determine** to invite candidates for this position, have you invited many and more specifically, how did you decide to invite me?”
- “**I’ve found that** projects of this nature are rarely successful without clear and compelling executive sponsorship. Who is the executive sponsor and what is their primary objective with this initiative?”

# The Food Chain of Value



# 7 Steps

## THE SEVEN STEPS TO INFLUENCING BEHAVIOR

# STEP ONE

## Interrupt The Pattern

# 01

### STEP ONE – INTERRUPT THE PATTERN

The **MIND** is what the brain does, it is the brain in action, and it works through a process of pattern recognition. If we want to get attention and shift people's behavioral patterns, **we need to interrupt their perceptual patterns** by doing something interesting and different.



# STEP TWO

Create Comfort

## STEP TWO – CREATE COMFORT

Humans gravitate to the known, the safe, and the trusted. Although we are attracted to what is different, we move toward the familiar, seeking balance, and **rely on predictable patterns**, not just in our biology, but also in our environments.

02

# STEP THREE

## Lead The Imagination

# 03

### STEP THREE – LEAD THE IMAGINATION

The prefrontal cortex gives us the unique ability to **plan behavior and create new possibilities**. It functions like an alternate reality simulator by giving us the capacity to imagine the benefits of a better life and anticipate the consequences of our actions.

# STEP FOUR

## Shift The Feeling

### STEP FOUR – SHIFT THE FEELING

**We do what we do because of how we feel.** We assign value to things through our emotions. Because of the way our brains are wired, emotions influence our thinking more than our thoughts influence our emotions.



# STEP FIVE

Satisfy The Critical Mind

# 05

## STEP FIVE – SATISFY THE CRITICAL MIND

Consciousness gives us the exclusive ability to rationally reject an idea if it does not make sense based upon our experiences. Often, in order to act, **we need to give ourselves logical permission** to submit to the emotions and impulses that drive us.

# STEP SIX

## Change The Associations

### STEP SIX – CHANGE THE ASSOCIATIONS

**Our minds and our memories work by association.** Repetition and emotion strengthen these neural associations so that they become automatic. If we want to change our perceptions of anything, we have to change our associations.



## STEP SEVEN

### Take Action

A large, light blue, stylized number '7' that serves as a background element for the 'STEP SEVEN' section. The number is composed of a thick 'O' shape followed by a diagonal stroke that ends in a horizontal bar.

## STEP SEVEN – TAKE ACTION

**Our brains exist for movement.** Things that don't move don't have brains. The more of our brain we use and the more we repeat an action, the more ingrained the experience becomes in our unconscious mind.

By **physically** doing something, we also engage more of our **sensory systems** such as tactile (skin) and proprioceptive (internal, such as muscle) feelings; we see it, smell it, possibly taste it, hear it, etc. This makes the experience deep-rooted in our unconscious, or second nature to us.



# WHAT IF?

What if you were to put these principles into use in your next hiring process?

- You can build rapport in the first 10 minutes by **mirroring the interviewer's body movements.**
- You can wake them up with **provocative questions.**
- They will **picture you** in your new role several times during the conversation, making it easy for them to make a positive decision to hire you.
- You will set yourself apart from any competition and will make it an ***EASY DECISION TO HIRE YOU.***

# We're here to help!



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