

## THE ANALYSIS OF METAPROGRAMS – PERSUASION TOOL IN BUSINESS

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Oamenii reacționează foarte diferit la același stimul. De ce se reacționează în așa mod? De ce unul vede jumătatea plină a paharului, iar altul – jumătatea lui goală? Răspunsul este dat de metaprogramele fiecăruia. Metaprogramele sunt secretele felului în care o persoană prelucrează informațiile. Metaprogramele sunt programe interioare pe care le folosim pentru a hotărî căror fapte urmează să le acordăm atenție.

Lucrarea își propune să abordeze problematica metaprogramelor umane în contextul utilizării lor în segmentul de business.

The metaprograms are the secrets in which a person process information. They are inner patterns that help in determining the way in which he makes up his inner representations and coordinates his behaviour. The metaprograms are inner programs that we use to determine the things that we would pay attention to.

Our brain process the information in a way very much likely to that of a computer. The great number of data he organizes in such a configuration that would be understood by that person. The metaprograms work very much like our brain. In order to communicate efficiently with a computer you need to understand the program. In order to communicate efficiently with a person you need to understand his metaprograms.

The human metaprograms are : the person’s working style, the interior and exterior reference frameworks, the move towards or from something, similarities and dissimilarities, possibility vs necessity, what you need in order to persuade somebody, the choice following the own preferences or other preferences.

### **Person’s working style**

Some people are not happy if they are not independent. They need to lead their own show. Others work better if they are in a team. Their strategy is called cooperation. They want to share the responsibility for any task they receive. Other have a proximity strategy, that situates somewhere at the middle between the two. They would like to work with other people, but they take the whole responsibility for the received task.

In order to get the maximum efficiency from the employees, you must have any idea about their strategies, about their ways in which they reach the maximum productivity. It is possible to spot an employee that is brilliant, but who is a disaster. He always needs to do the things as he thinks right.

Peter’s principle – all people are promoted up to the level of their incompetence. One of the reasons of the fact that it happens this way is that the employers are often insensible at their employees’ working strategies.

### **Interior and exterior reference frameworks**

For certain people the proof comes from the exterior. Your partner tells you that you did a great job. You are satisfied... For others the proof comes from the interior. After 20 years of working in a certain field the people come out with a strong interior reference frame. On the other hand, in the case of a new comer in the field, it might not exist such a strong interior frame in relation with what is good or bad in that context. One example in this sense can be given by the launch of a product during a presentation.

The exterior framework is given by the statement: “you must come to this presentation, it is great ...”. The interior framework appeals to the past, to similar experiences: “do you remember the presentation that you attended last year? We found out about something similar ...”

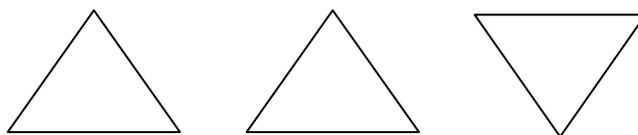
### **The move towards or from something**

Any human behaviour gravitates around the impulse to reach pleasure or to avoid pain. You draw back from a lit match for fear your hand might be burnt. But you bring near a wonderful diamond ring in order to better see its reflections. The same happens with more indefinite actions. Somebody can walk 1 km because he likes walking or because he has a terrible fear of the bus crowd. Some people tend to take the risk because they love adrenalin. While others tend to be more cautious, more wary – they see the world as a dangerous place.

What does this information mean? Everything. If you are a business man and you sell a product, you can promote it in two ways: by what it does or by what it does not. You can try selling houses by underlying that they are large and beautiful or you may point out the low maintenance costs (it does not need much for the heat because of the thermal insulation) and the fact they are sure in case of an earthquake. You can drive a car forward and back on the same way. It only matters the direction towards which it has its front side.

### **Similarities and dissimilarities**

The relationship among the three figures below can be described by similarity and dissimilarity as well.



Some people are receptive to the exterior world by finding similarities. They see the things and try to identify the common elements. Somebody else from the same category can state by looking at the drawing that although all are rectangles, two of them are in a vertical position and another in the horizontal position.

Some others are those that see the differences. This category is also divided into two directions. The first one is represented by those who see only differences no matter the context (some lines are thicker, there is a difference of 1 mm). The other direction is given by those who see the differences as exceptions (the differences are seen first and then the features that they have in common are added).

In case of hiring on a position that requires a repetitive work year after year it is sure that hiring a person that sees differences is not desirable. On the other hand on a position that requires much flexibility the same person would be a drag in business.

### **Possibility vs necessity**

We can ask somebody why he went to work for one particular firm or why he bought the house or the car which he possesses. Some people are motivated by necessity and not by what they would like. When they need a new job, a new house or a new car, they take what can be found.

Others are motivated to search for the possibility. They look for options, experiences, chances.

The person motivated by necessity takes interest in what is known and guaranteed. The person motivated by possibility would like to know what possibilities are going to occur, what opportunities could also arise.

Some jobs lay great stress on permanence. The people motivated by necessity are idealistic. A person motivated by possibility would always look for new options, new trials, new challenges. If he finds another better job, he will probably leave.

### **What is needed to persuade somebody of something**

The strategy of the person that persuades is made up of two parts. In order to see what is needed to convince somebody of something you must see first what kind of sensorial stimuli are needed for him to be persuaded and then you must discover how often he must receive these stimuli until he is convinced.

Some employees will establish a relationship and they are going to keep it. If they know that the firm is fair they will be loyal. Others would need an encouragement, they would need a more vivid way of appreciation. They could be as devoted and loyal as the others, but they would need more checking and more stimuli.

A good salesman knows his clients to whom he sells the goods for the first time only and they become his clients forever. Others need to see the goods for 2 or 3 times until they make up their mind. There is also "the salesman's preference" – the one that used the product for years and every time he needs to be told why he should use it. The same process develops even more intensely in the personal relationships. For some people it is enough to prove your love for one time only. While for others you need to prove it daily.

### **The choice involving the own preferences or the choice involving other preferences.**

Some people think of human interactions firstly in terms of what they have to win for themselves while others in terms of what they can do for themselves and for the others. It is certain that people do not always fall out of one extreme into another. If you only choose by judging from your point of view, you become a selfish, self-seeking person. If you only choose by judging from the others' point of view, you become a martyr.

In hiring personnel for the company, it is important to know which position would be filled by one applicant on this scale? In a service business it is obvious that people putting other interest before their own are needed. For many times complaints are recorded because a member of the team left the work at that or because he does not work professionally. An economic analyst can be an excellent source of inspiration for the future actions of one firm, but a disaster if he has to take care of sales.

There are two methods of changing the metaprograms. One is by means of the Significant Affective Events. If a person saw his parents almost always moving away from things, being unable to use his whole potential he would probably do the same. A solution of solving out this issue might consist in resorting to shocks in order to find another direction.

Another way in which somebody can change is as the result of the conscious decision of doing such thing. Many of us never thought of the metaprograms to be used. The first step towards change is knowledge.

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