

Enchantment

The Art of Changing Hearts,
Minds, and Actions



Guy Kawasaki

1 Achieve Likability



“Pan Am” smile

Zygomatic
major muscle



Make a Duchenne smile



Orbicularis
oculi muscle



Dress for a tie

Under-dressing:

“I don’t
respect you”



Over-dressing:

“I am
better
than you”



Equal-dressing:

“We’re peers”





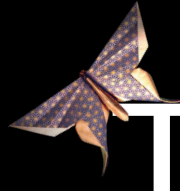
Shake it

$$PH = \sqrt{(e^2 + ve^2)(d^2) + (cg + dr)^2 + \pi\{(4\langle s \rangle^2)(4\langle p \rangle^2)\}^2 + (vi + t + te)^2 + \{(4\langle c \rangle^2)(4\langle du \rangle^2)\}^2}$$

- Eye contact throughout
- Appropriate verbal greeting
- Duchenne smile
- Grip and firm squeeze
- Cool, dry, and moderately smooth hand
- Mid-point position between the two of you
- Medium level of vigor
- Two or three seconds

2 Achieve Trustworthiness





Trust others

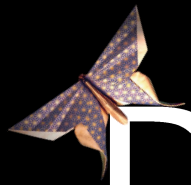
amazon.com[®]

Zappos!
•com
POWERED *by* SERVICE™

NORDSTROM

Bake, don't eat



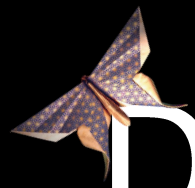


Default
to
“yes”



3 Get Ready





Do something DICEE

Deep

Intelligent

Complete

Empowering

Elegant

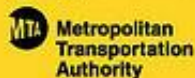
 Make it short, sweet,
and swallowable




**IF YOU SEE SOMETHING,
SAY SOMETHING.**

BE SUSPICIOUS OF ANYTHING.

Tell a cop, an MTA employee or call 1-888-NYC-SAFE.





Conduct a premortem

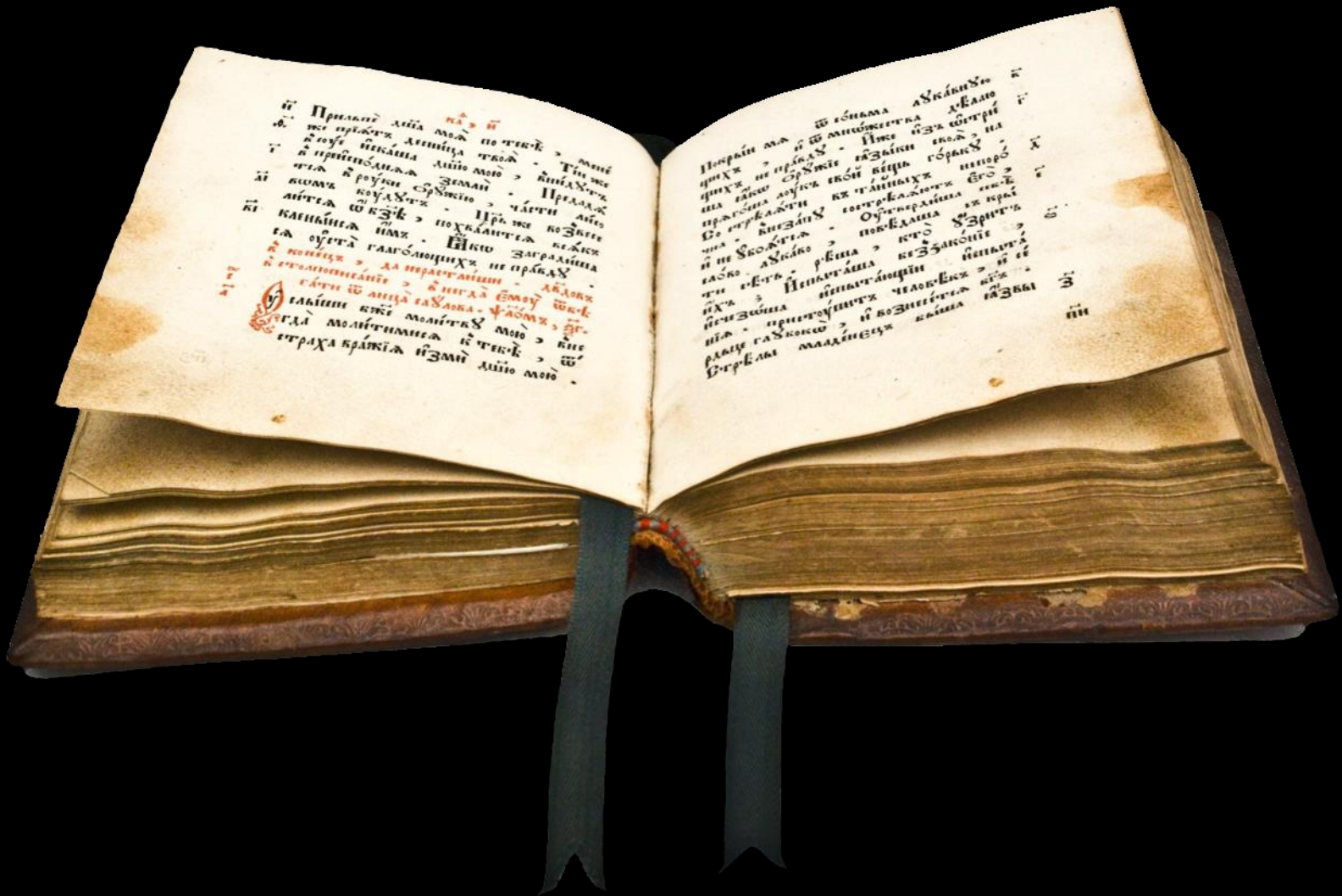


4 Launch





Tell a story





Plant many seeds





Use salient points

Miles/gallon

vs.

Yearly costs

Degrees

vs.

Heating costs

Gigabytes

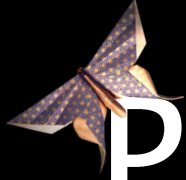
vs.

Number of
songs

5

Overcome





Provide social proof





Find a bright spot





Enchant all the influencers



6 Endure



"Loving Memory of Jerry Garcia" by Stephen Dorian Miner

Don't use money



Invoke reciprocation



Build an ecosystem



7

Present

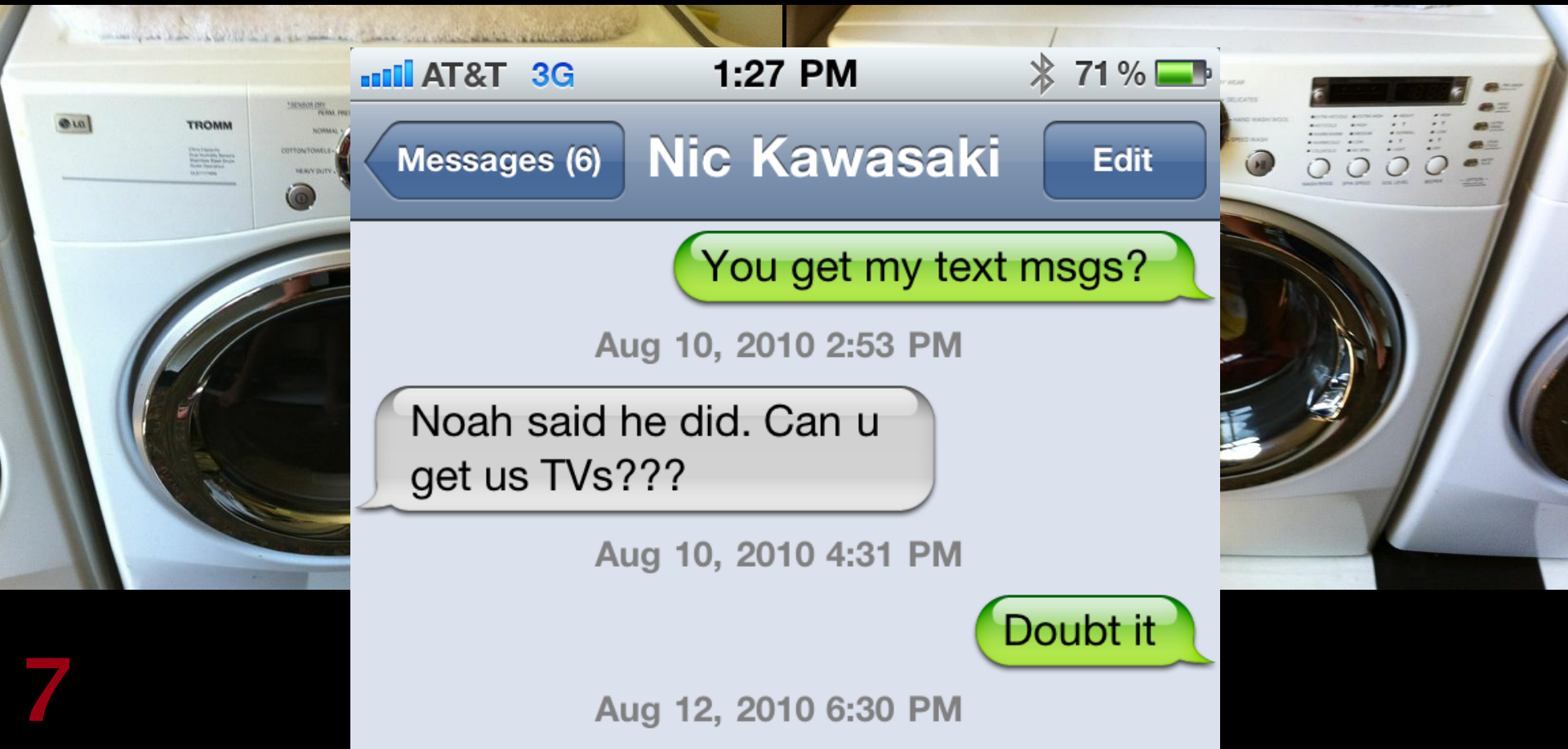
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y va

Customize the introduction









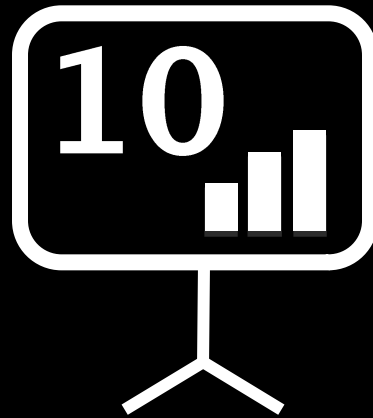


Sell your dream



7 iPhone ≠ \$188 of parts + AT&T

10 slides



20 minutes



30-point font

This is 30

This is 20

This is 10

8

Use Technology





Remove the speed bumps

Are you human? ×

Before we create your account, we need to make sure you're not a computer.

Can't read this?
[Get two new words](#)
[Hear a set of words](#)
Powered by reCAPTCHA.
[Help](#)

halber 2020)

Type the words above

Finish



Provide value



Information



Insights

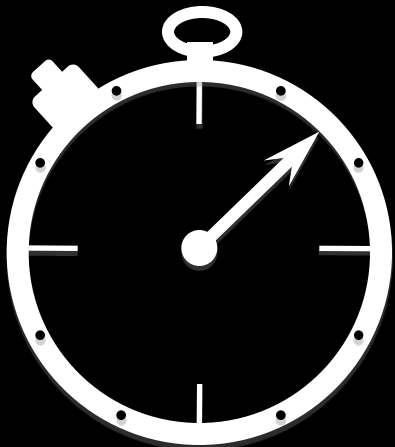
Assistance



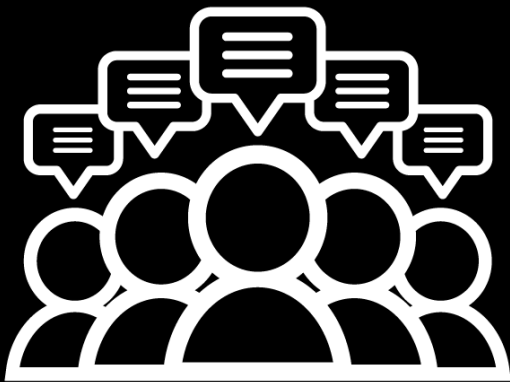
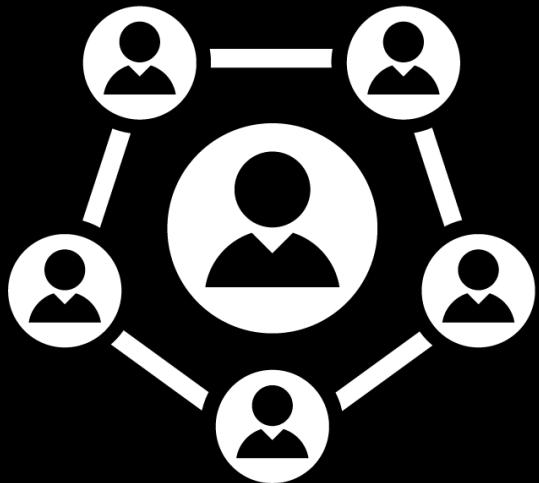


Engage

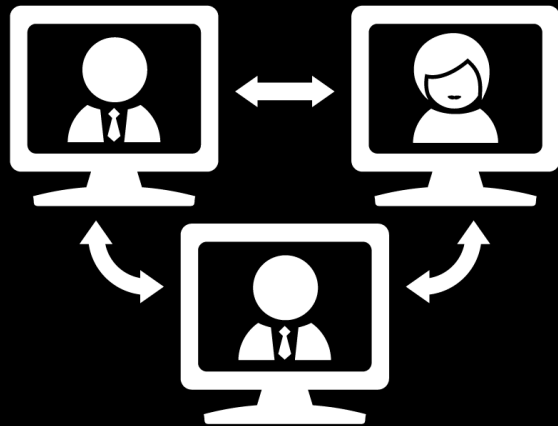
Fast



Many

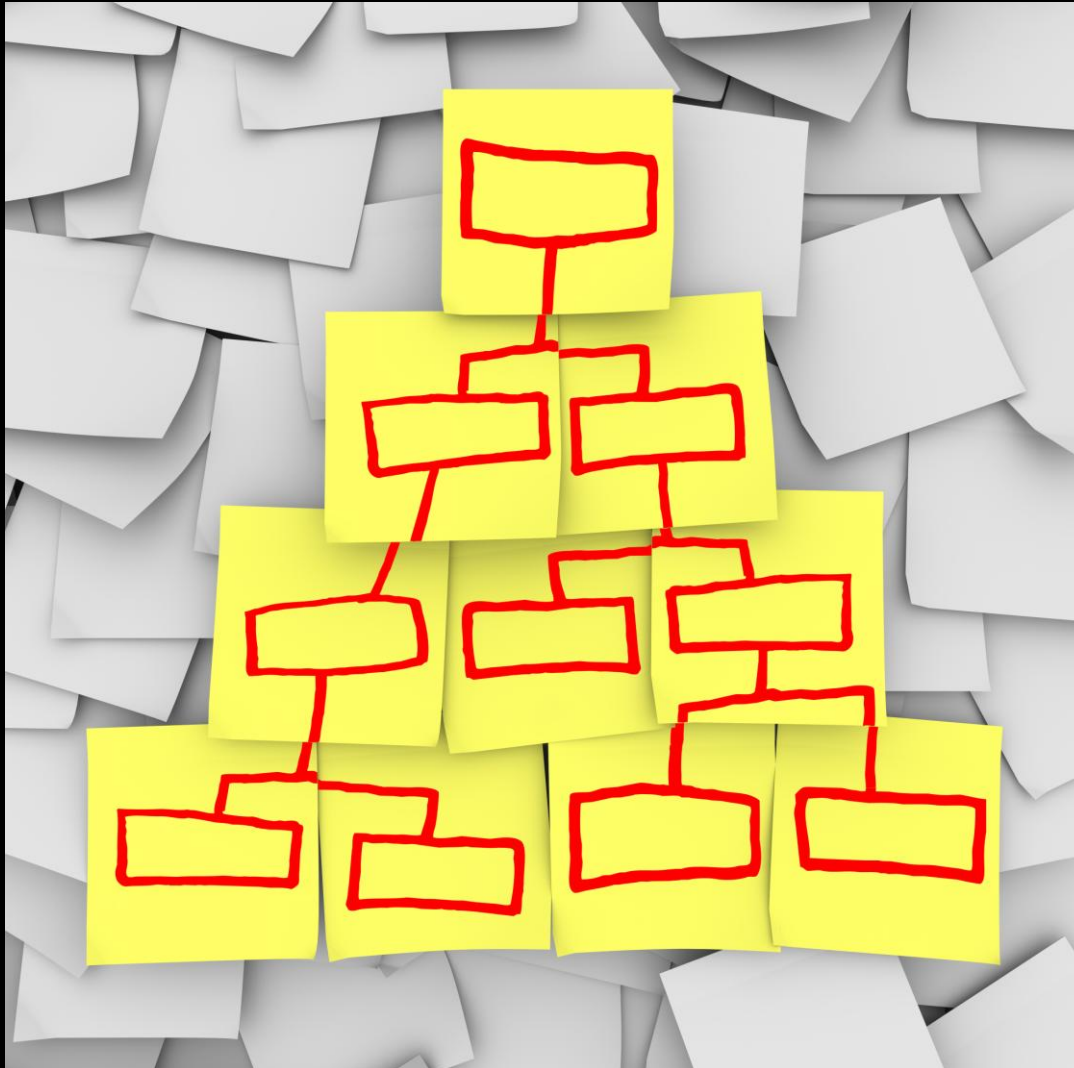


Often



9

Enchant Up





Drop everything else



Prototype fast

Enchantment

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and Actions

1

1. Achieve Likability

Zygomatic major muscle—"Pan Am" smile



3

Orbicularis oculi muscle—Duchenne smile



4

- Dress for a tie

5

Under-dress



6

Over-dressing: "I'm better than you"



Equal-dress



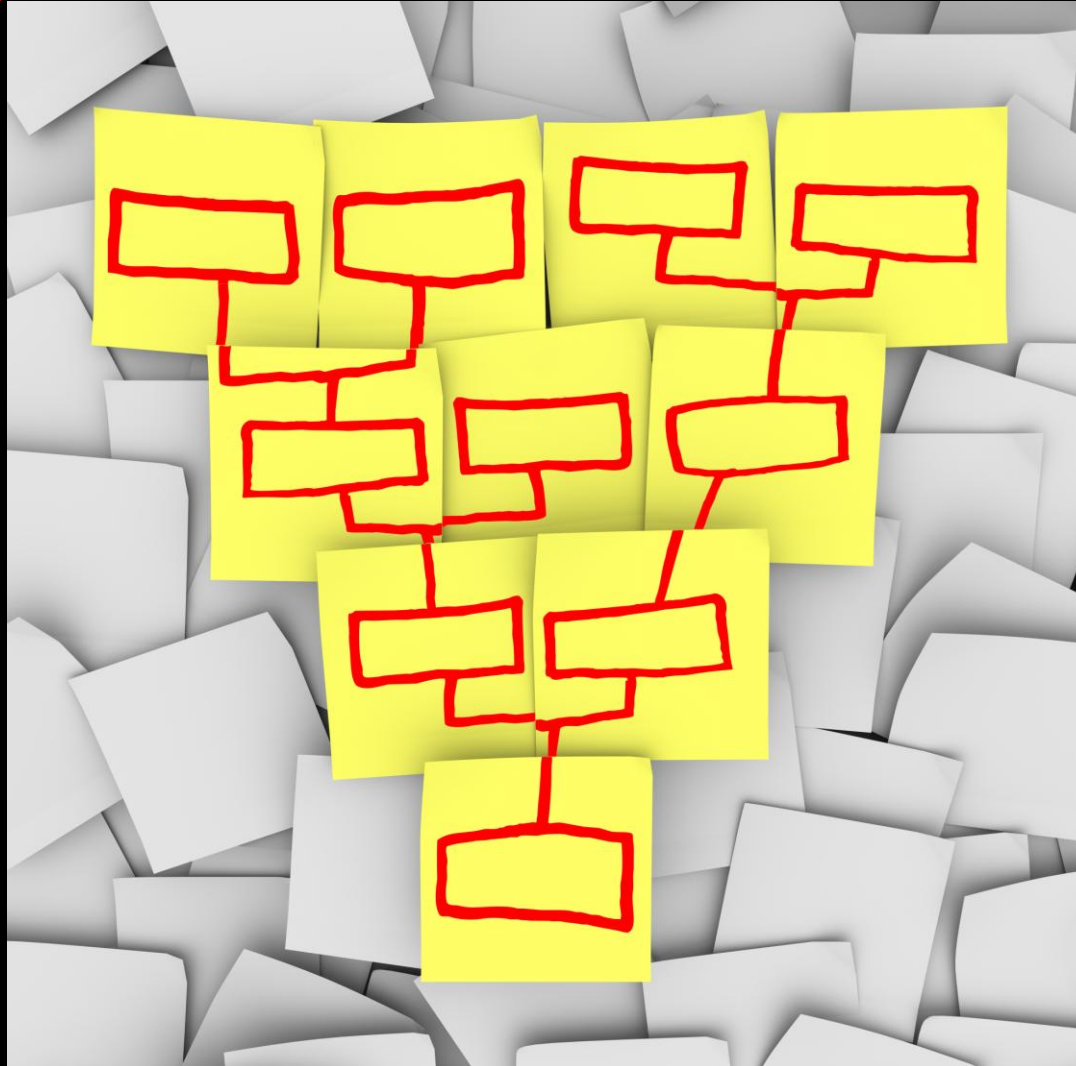
- Shake it
 - $PH = \sqrt{(e2 + ve2)(d2) + (cg + dr)2 + \pi((4-cs>2)(4-p>2))2} + (vi + t + te)2 + \{(4-c<2)(4-du>2)\}2$
 - Make eye contact throughout
 - Utter an appropriate verbal greeting
 - Flash the Duchenne smile
 - Grip the person's hand and give it a firm squeeze
 - Take up a mid-point position between the two of you
 - Make sure you hand is cool, dry, and moderately smooth hand
 - Use a medium level of vigor
 - Hold the handshake no longer than two to three seconds



Deliver bad news early



10 Enchant Down





Provide a MAP

Mastery

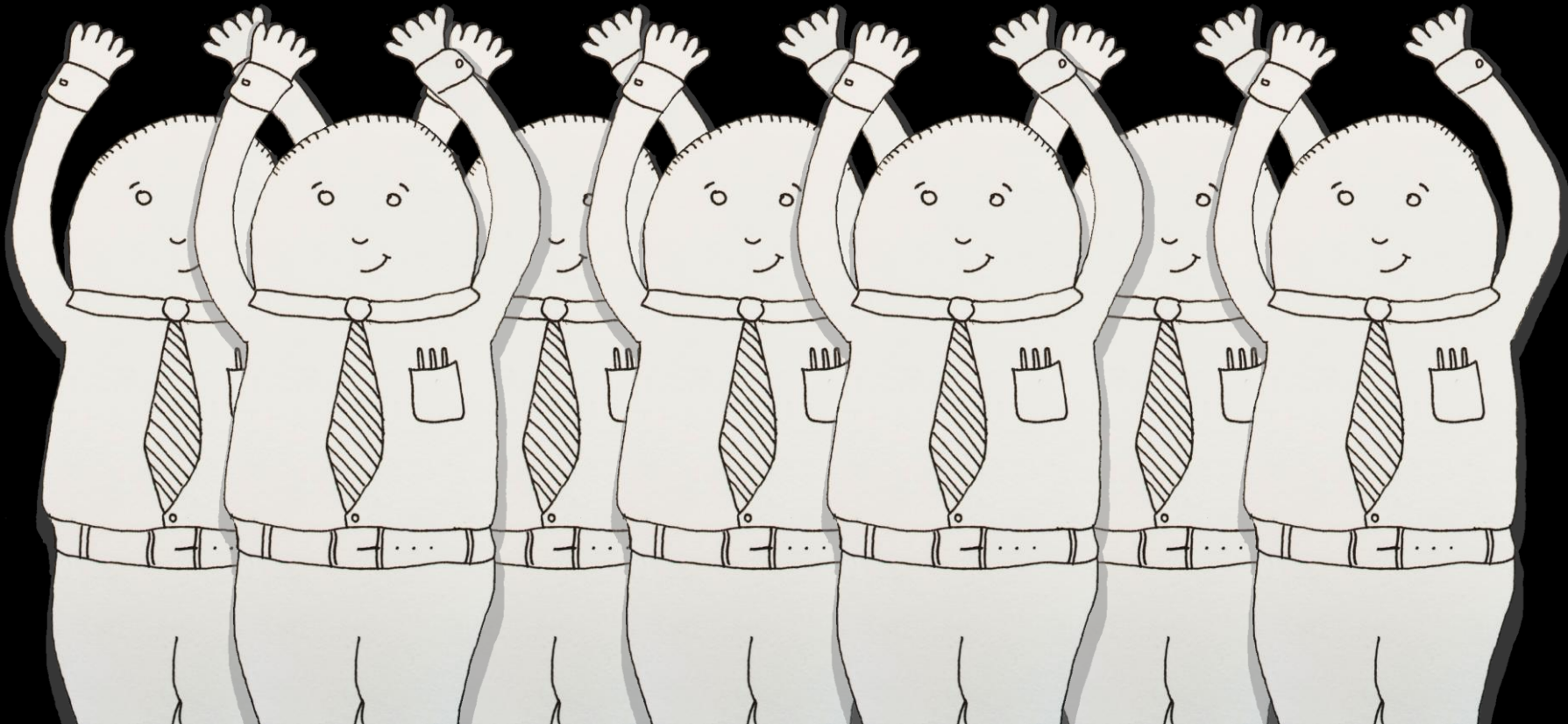
Autonomy

Purpose





Empower action



Suck it up



Mike Rowe, Dirty Jobs

Business/psychology

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Guy Kawasaki

Author of *The Art of the Start* and *Reality Check*



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Guy Kawasaki

"Read this book to create a company
as enchanting as Apple." —Woz

Rodney,
Revisiting you
is futile,
C3/Kennel
3/28/11



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Enchantment

Slides by AnaFxHz.com

Copies from Gina@garage.com



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