



# Sublime Communication

Changing the way you communicate to get what you want

22 February 2012

**n**sense



# Agenda

- Sarid Harper
- Summary
- The problem
- Target interaction
- Resolving conflicts
- Leading your target
- Is this stuff real?

# Sarid Harper

- *Hey teacher, what's a computer virus?*
- Got my first fix so I dropped out of Med.
- Started off as a programmer
- Began working with security (pre-nSense, Secunia, CSIS, back to nSense)
- Experiments





# Summary

- The purpose of this talk is to present some of the techniques well organised, criminal groups (and four year olds) employ in an attempt to exploit human nature, to get what they want.
- Social Engineering
- Cognitive processes and some examples (no dumpster diving)



# So what's the problem?

- People are configuring all of these super secure devices.
- People are answering the telephones.
- People are greeting new visitors at the reception.
- People are reading the email they receive.
- People are opening the envelope and deciding what to do with the contents.
- People are the front line of defense
- You no longer have to know C++, PHP, ASM, UNIX, MS, SOLARIS, < the list goes on and on... >
- You need to know human



## How is this relevant?

- New angle, systems alone are no longer the only target
- Thinking this way turns people into doors, doors which we need to open and walk through
- Doors with a limited number of locks
- Here is a little human..

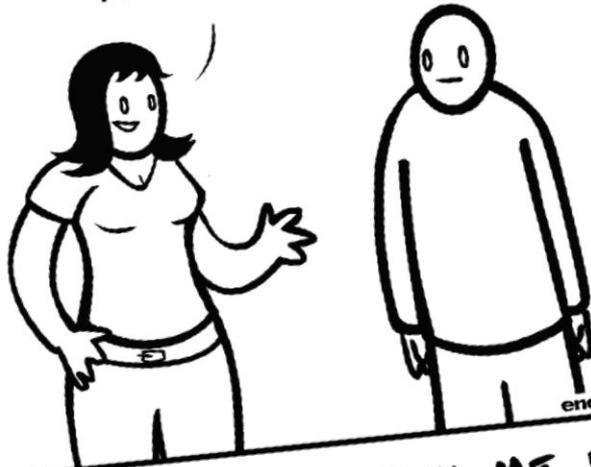


Your subconscious mind is  
your super computer

Your conscious mind is your  
firewall

SOME QUESTIONS ARE  
COMMANDS IN DISGUISE...

ARE YOU HUNGRY?



[endlessorigami.com](http://endlessorigami.com)

HIDDEN MEANING: BUY ME DINNER.

Open the door to the  
subconscious..

- *Understand the mind*
- *Linguistics*
- *Physiology*
- *Etc.*

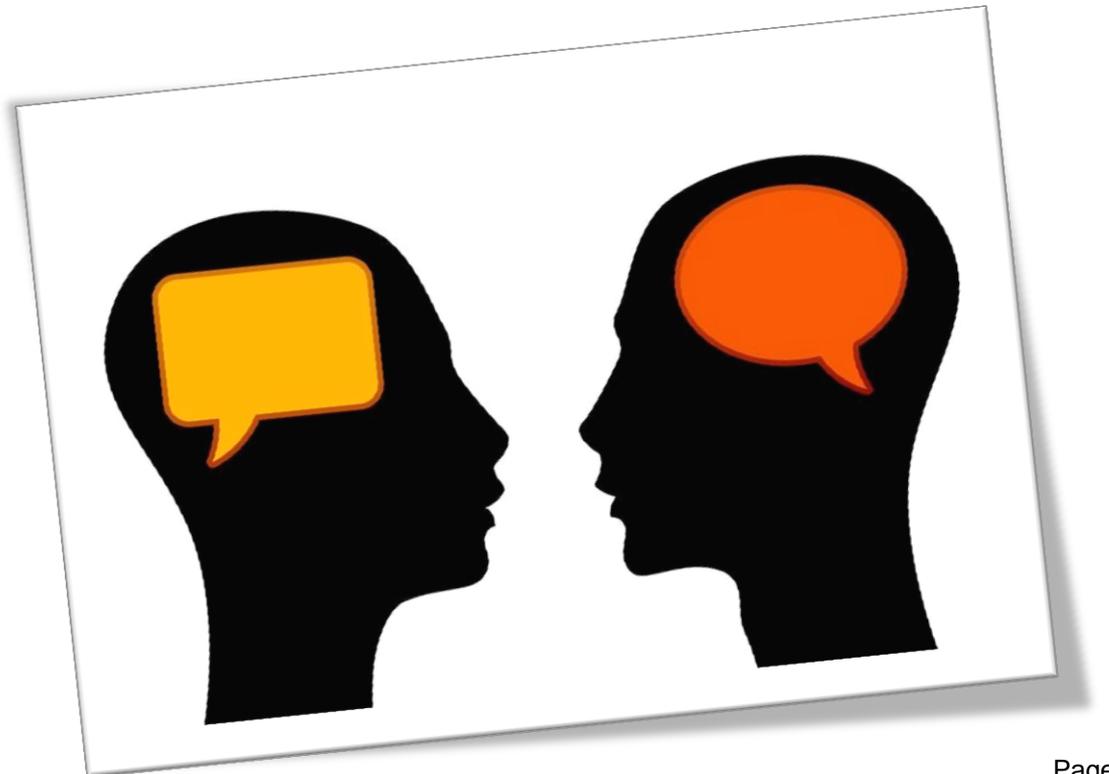


# The road to the jewels

- Do you need to physically interact with people to reach your goal?
- Are targets virtual or physical?
- *UK Pharmaceutical with fences, cameras, and helpful guards*

# Target Interaction

- Physical (in person)
- Audible (on the phone)
- Written (via email)



# Target Interaction

## Physical (1/2)

- Face-to-face
- The ultimate test of your coolness
- Confidence is absolutely everything
- Rapport
- Initial impressions (e.g. physiology)



# Target Interaction

## Physical (2/2)

- Grooming
- Frames (pre-, re-, de-framing)
- Preping (e.g. keyboard story)
- Laws of persuasion (discussed later)
  
- *Actual words spoken: 7%*
- *How they're spoken: 38%*
- *Expressions when spoken: 55%*
  
- *E.g. my 20 second theory*



# Target Interaction

## Audible

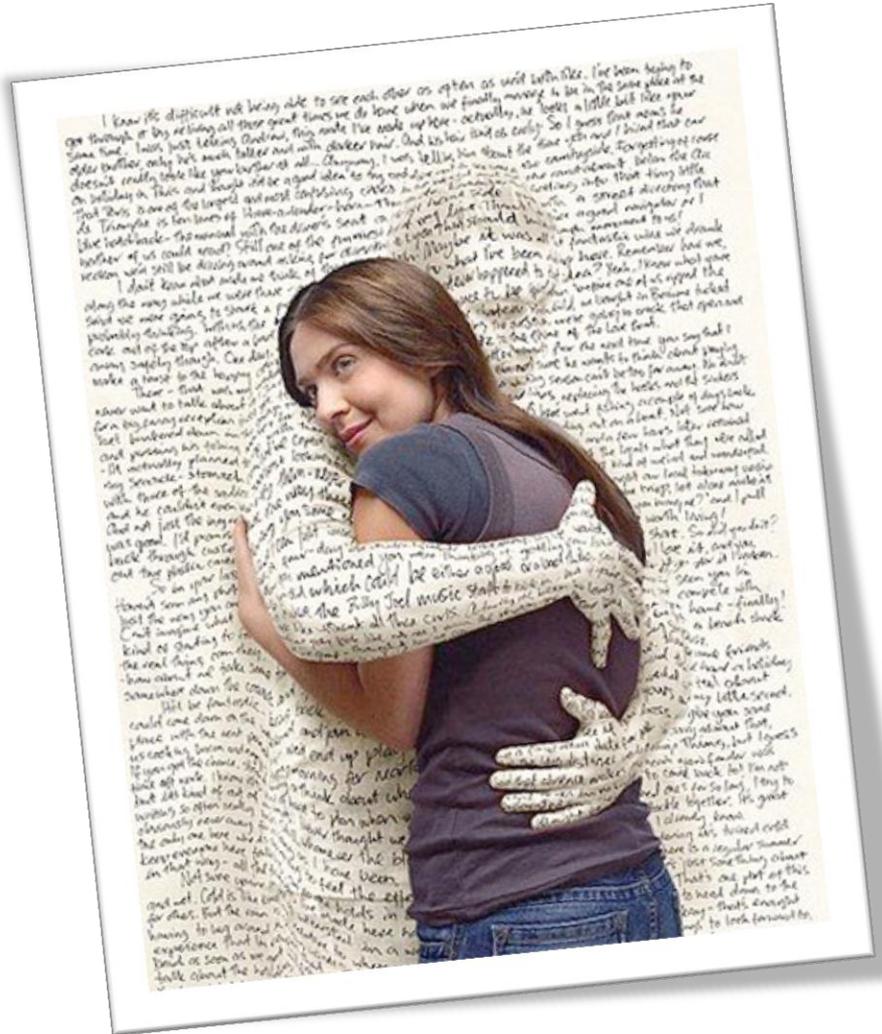
- Phone calls
- What is said \*
- Physiology = state (how) \*\*
- Tonality (how) \*\*
- Speed (how) \*\*
  
- \* 7%
- \*\* 38%



# Target Interaction

## Written

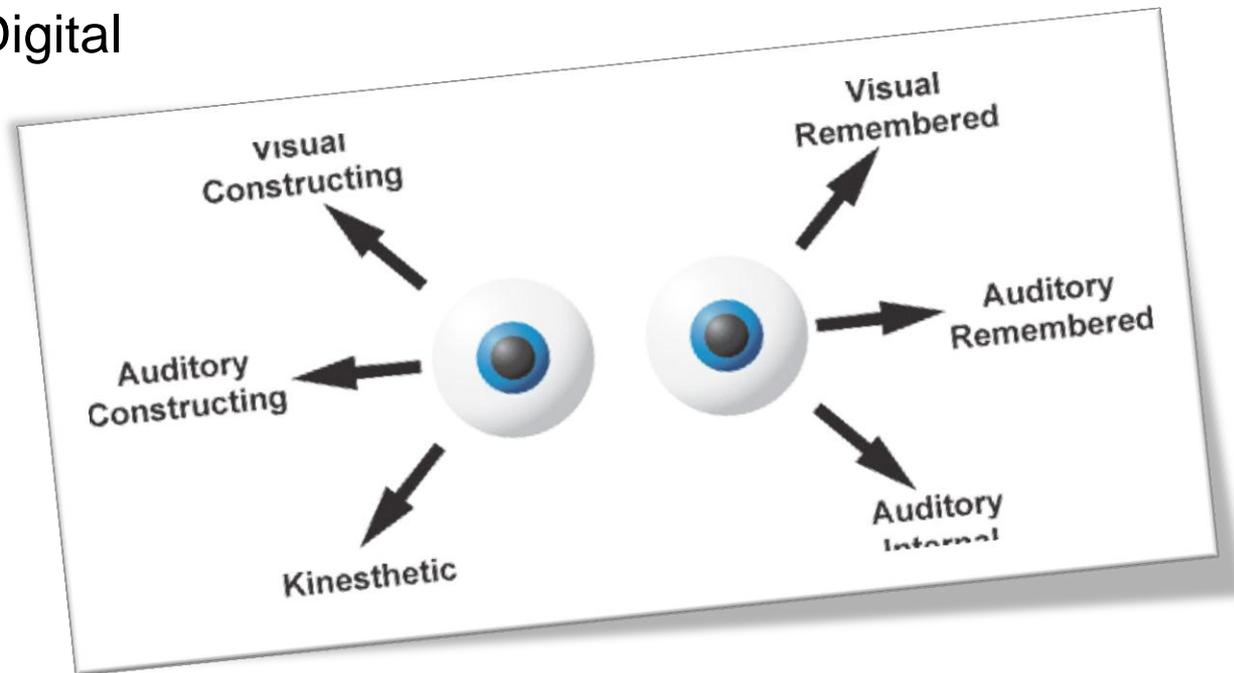
- Spear-phishing emails
- Physical media
- Written word \*
- Our words must resonate with the reader
- Aren't there to cheer them on
- \* 7%



# Target Interaction

## Representational Systems

- Visual
- Auditory
- Kinesthetic
- Auditory Digital



# Target Interaction

## Representational Systems - visual

- Speak quickly
- Move their hands whilst communicating
- Use visual language (e.g. see, appear, get the picture)
- Hobbies (e.g. photography, films)
- Value aesthetics



# Target Interaction

## Representational Systems - auditory

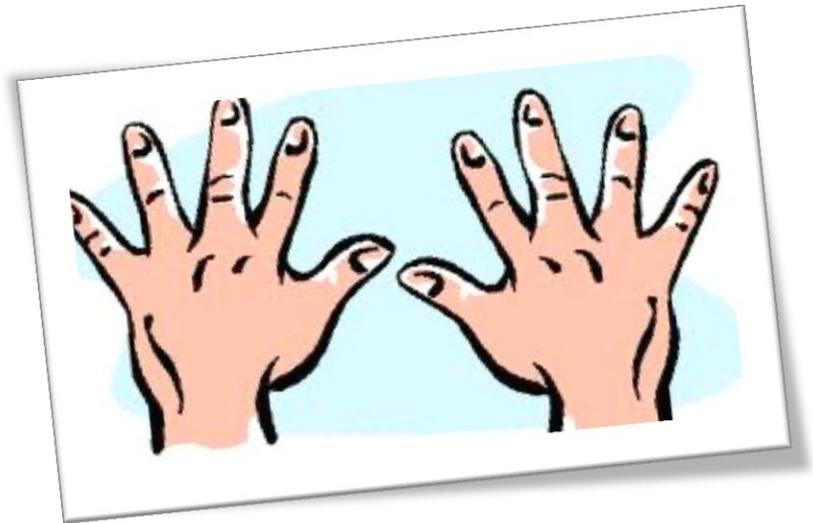
- Speak with a medium pace
- Use auditory language (e.g. hear, speak, listen)
- Hobbies (e.g. music, singing)
- Remember things they have spoken about  
→ *you said x*



# Target Interaction

## Representational Systems - kinesthetic

- Speak slowly
- Remember things how they experienced them
- Slow learners but good retention
- Language (e.g. feel, gut feeling)
- Hobbies (e.g. sports)
- Emotional



# Target Interaction

Representational Systems – auditory digital

- Want to understand ideas
- Language (e.g. this makes sense, is logical)
- Want things to make sense
- Tend to be spontaneous
- Memorize by steps, procedures



# Target Interaction

## Representational Systems - statistics

- Visual 60%
- Kinesthetic 25%
- Auditory 10%
- Auditory digital 5%



# Target Interaction

## Motivational Factors

- People are motivated in one of two ways
  - To get pleasure (toward)
  - To avoid pain (away from)



# Target Interaction

## Motivational Factors - toward

- Enjoy the prospect of possibility
- Act out of desire
- *If I do this then (x)*



# Target Interaction

Motivational Factors – away from

- Often fear driven
- Act out of necessity
- *If I don't do this then (x)*



# Target Interaction

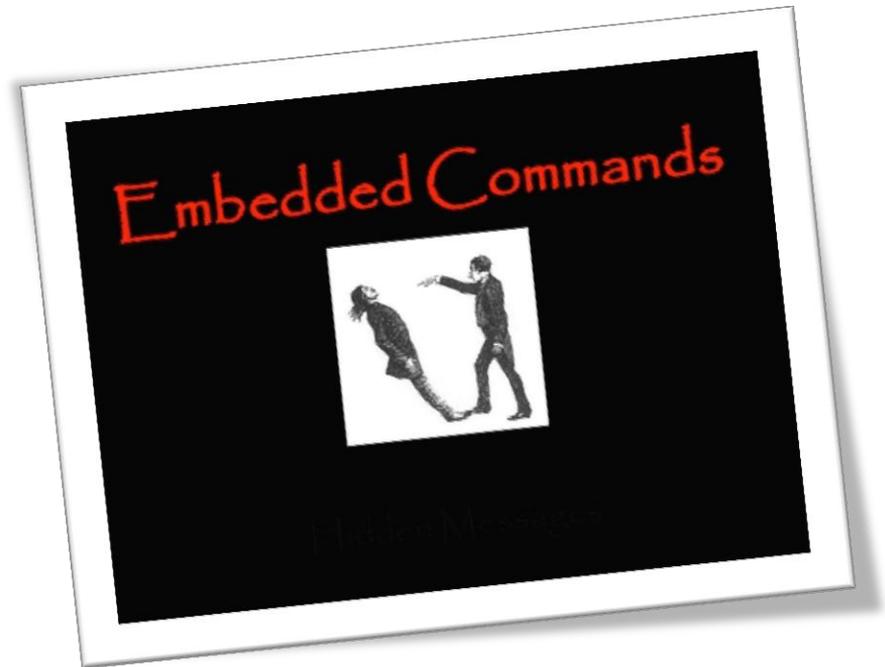
What other methods exist?

- Let's have a look at a very powerful one, often used during hypno-therapy sessions

# Target Interaction

## Embedded Commands

- Truisms
- Assumptions
- Double binds



# Target Interaction

## Embedded Commands - truism

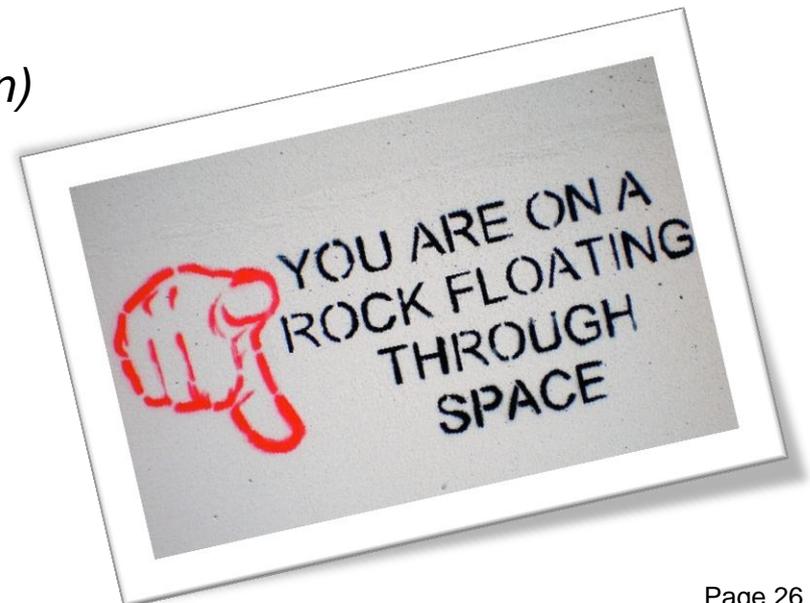
- Make a statement your subject can only agree with, and then deliver your suggestion

*As you (truism), you (suggestion)*

*Every time you (truism), you (suggestion)*

*(Truism) means (suggestion)*

*Because (truism) you can (suggestion)*



# Target Interaction

## Embedded Commands - assumptions

- Make an assumption that will get your subject to follow you

*You may be wondering (suggestion)*

*You may notice yourself (suggestion)*

*I don't know when (suggestion)*

*(Negations)*



# Target Interaction

## Embedded Commands - double bindings

- Force your subject into making a decision by giving them options via an either or clause and let them choose

*Would you like to (suggestion) before or after my meeting?*

*Does A or B suit you better?*



# Solving Conflicts

Interrupting automatic responses

- If you get stopped and are questioned
- Destroy the road from suspicions to confirmation
- Asking questions keeps you in control
- *Taking photos..*



# Leading your subject

Encourage them to help you

- Imagine, consider
- Yes sets
- Anchoring



# Example

Dear Robert,

I am very pleased to inform you that you, and some carefully selected colleagues in HR, have been chosen by management, to participate in an exclusive communication workshop. Imagine what it would be like if you could learn new methods, which would enable you to literally increase the effectiveness of your communication skills exponentially. In today's world, one simply can't afford to leave prospects second guessing what you're trying to say. Can you *see how useful this would be for you?*

Please *open the attached PDF file* for more information about the workshop. As there are a limited number of seats, please *confirm your desire to participate* by completing the attendee confirmation form below:

<http://nsense.net/>

We look forward to meeting you Robert!

On behalf of management,  
Martin Garland  
Clever Communication Ltd.

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Friends

Social Proof

Authority

Scarcity

Embedded Commands

Leading

**Away from**

Embedded Command + Leading + Towards

# Is this stuff real?

- 48% of enterprises surveyed admitted to having being victims of Social Engineering
- 25% within the past 2 years
- Survey participants estimated damages to be between \$25K \$100K
- Methods
  - Phishing mails → 47%
  - Social networking → 39%
  - Mobile devices → 12%

**CHECKPOINT**



Thank you!