CAPTIVATE

The Science of Succeeding with People

Vanessa Van Edwards

SUPPLEMENTAL GRAPHICS

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THE PQ TEST

1. Which smile is real?

A B C D

2. Where is the best place to stand at a networking event?
   A. Near the entrance to the event
   B. At the food table so you can sit with people
   C. Where people exit the bar
   D. Next to someone you know

3. What does this face mean?

   A. Amused
   B. Sad
   C. Bored
   D. Contemptuous

4. Which saying about people is most true?
   A. “Opposites attract.”
   B. “Birds of a feather flock together.”
   C. “One bad apple spoils the bunch.”
   D. “Never bite the hand that feeds you.”

5. How much of our personality comes from our genes?
   A. Very little. Our personality is mostly formed by how we are raised.
   B. 35 percent to 50 percent
   C. 55 percent to 75 percent
   D. A lot. Our personality is mostly formed by our genetics and DNA.

6. The best way to show someone you care about them is to:
   A. Tell them all the reasons they are awesome
   B. Get them a gift
   C. Do their to-do list for them
   D. All of the above
   E. It’s different for each person

7. Which phrase corresponds best with this facial expression?

A. It smells weird in here.
B. This makes me angry.
C. I'm confused.
D. I'm afraid.

8. Which emoticon would best represent this face?

A B C D

9. If this man walked into your office, what would you guess about him? (Hint: Only one of these personality assessments is correct.)

   A. He is an introvert.
   B. He is an extrovert.
   C. He is laid-back.
   D. He is quiet.

10. Our brains are most active when we are chatting about:
   A. Our crush
   B. The latest juicy gossip
   C. Ourselves
   D. The latest thriller

11. What does this face mean?

A. Excitement
B. Giddiness
C. Interest
D. Surprise

12. In the average conversation, people typically hold eye contact what percent of the time in a conversation?
A. 31 percent
B. 51 percent
C. 61 percent
D. 91 percent

13. The best way to get someone on the same page as you is to:
A. Tell them a story
B. Pay them a compliment
C. Make them laugh
D. Say something surprising

14. What does this face mean?

A. Surprise
B. Hatred
C. Fear
D. Confusion

15. Which of these habits tends to annoy people the most?
A. People who are too talkative
B. People who are too quiet
C. People who are fake
D. People who show off

16. People will pay more for something that:
A. Their friends have also bought
B. A doctor recommends
C. Matches their personality
D. They customized

17. When you first meet someone, you are LEAST likely to be able to accurately guess:
A. How extroverted they are
B. How much they worry
C. If they are open to new ideas
D. Their IQ
E. How organized they are

18. The easiest way to know if your new colleague is neurotic is if they:
    A. Put up inspirational posters
    B. Show up early to every meeting on the first day
    C. Introduce themselves to you immediately
    D. Wait for you to introduce yourself

19. What does this face mean?

    A. Embarrassment
    B. Confusion
    C. Irritation
    D. Disgust

20. Making someone feel _____ is the best way to improve their mood.
    A. Flattered
    B. Attractive
    C. Valued
    D. Powerful

Answer Key:

Whew! Now it's time to check your answers. Go through and give yourself 0 points for every wrong answer and 10 points for every right answer:

1. C _____ Points (Chapter 6)
2. C _____ Points (Chapter 1)
3. D _____ Points (Chapter 6)
4. B _____ Points (Chapter 5)
5. B _____ Points (Chapter 7)
6. E _____ Points (Chapter 8)
7. B _____ Points (Chapter 6)
8. D _____ Points (Chapter 6)
9. B _____ Points (Chapter 7)
10. C _____ Points (Chapter 4)
11. D _____ Points (Chapter 6)
12. C _____ Points (Chapter 2)
13. A _____ Points (Chapter 10)
14. C _____ Points (Chapter 6)
15. C _____ Points (Chapter 1)
16. D _____ Points (Chapter 11)
17. B _____ Points (Chapter 7)
18. A _____ Points (Chapter 7)
19. D _____ Points (Chapter 6)
20. C _____ Points (Chapter 9)

Add up the total to get:

Your PQ Score = _____

Take note of this score. By the end of the book, we will blow it out of the water.

0 to 50 points

I'm so excited you're here! Let me tell you, this is exactly where I was when I first started, and I couldn't be more thrilled to start you on this adventure. Get ready, big change is a comin'.

51 to 100 points

You got this. In fact, this is the range for most people. But you and I both know you are not average. You're exceptional; it's time to show it.

101 to 150 points

You're well on your way. You already have good interpersonal intelligence, but good is never enough. Let's make it great!

151 to 200 points

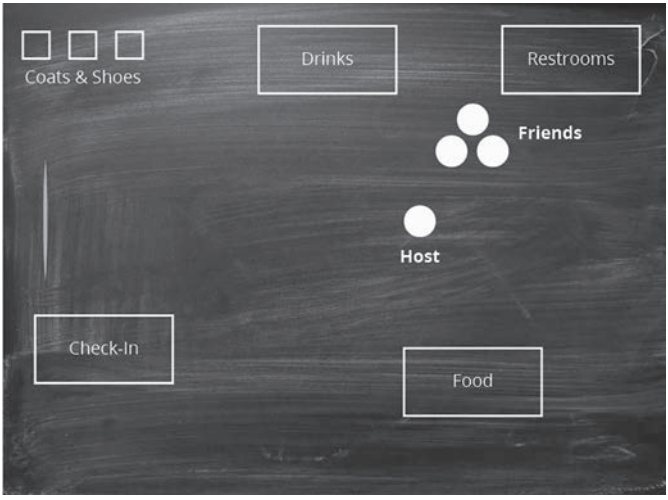
Well, well, well smarty-pants. You're a natural! Hey, if you're already this good with people, imagine where this book can take you. Say it with me: "total world domination."

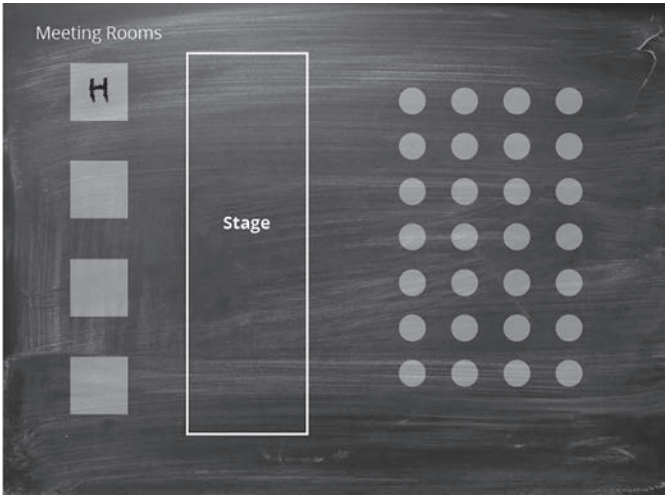
Did some of these answers surprise you? They should!

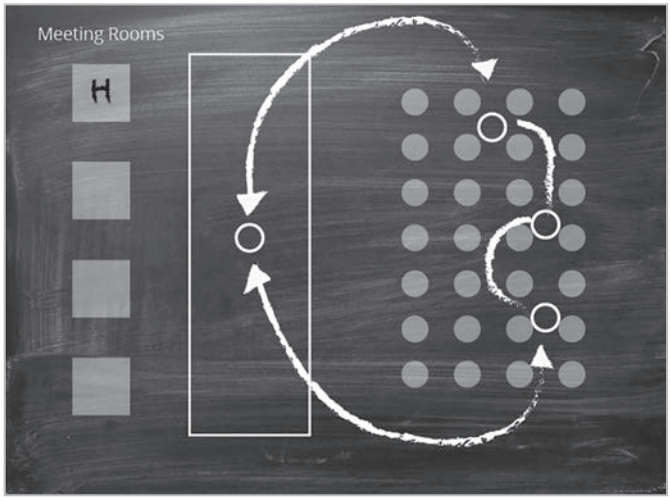
We have not learned many of the fundamental forces that drive human behavior. But don't worry, I will explain the fascinating research behind each and every one in the chapters to come.

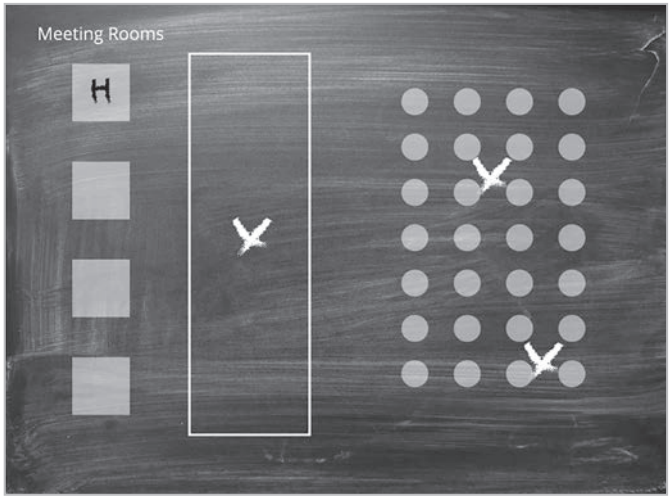
A

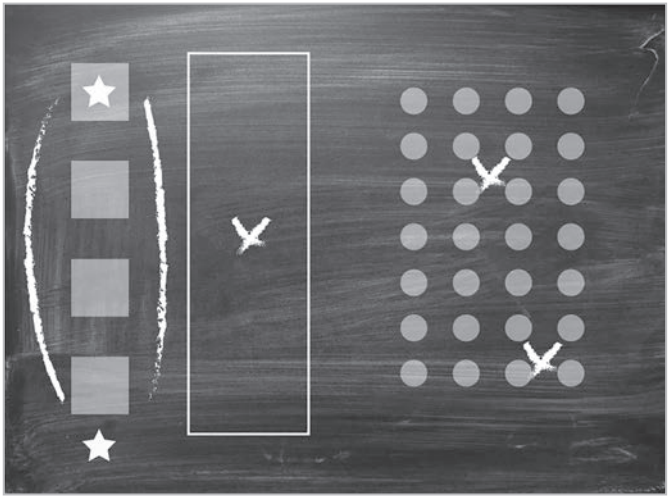
B

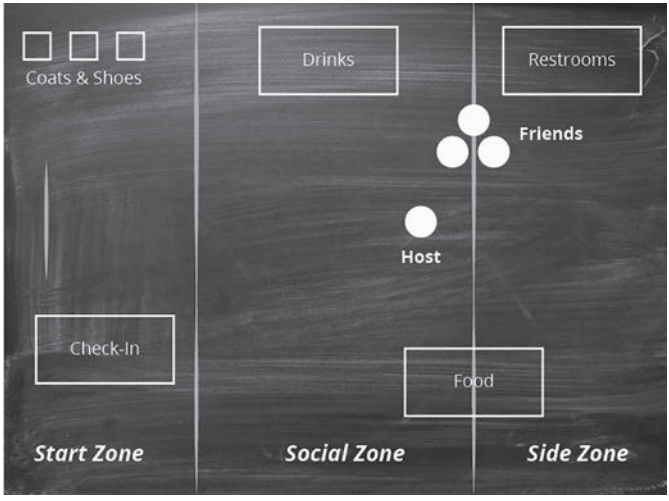

Coats & Shoes
Drinks
Restrooms
Friends
Host
Check-In
Food

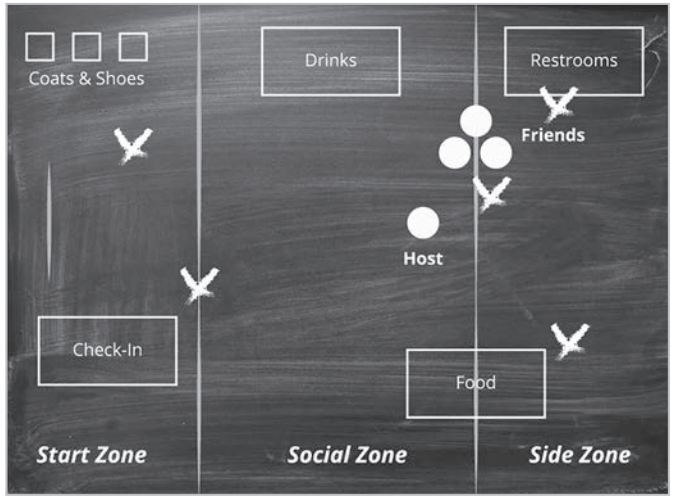

Meeting Rooms
H
Stage


Meeting Rooms
H


Meeting Rooms
H




Coats & Shoes
Drinks
Restrooms
Friends
Host
Check-In
Food
Start Zone
Social Zone
Side Zone


Coats & Shoes
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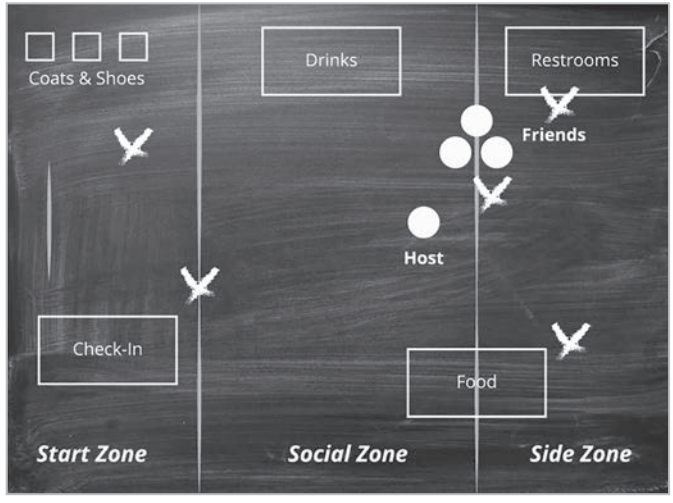
Check-In
Food
Start Zone
Social Zone
Side Zone


Coats & Shoes
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Start Zone
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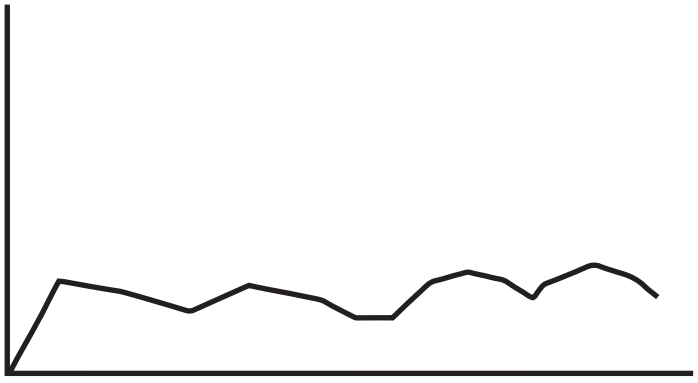
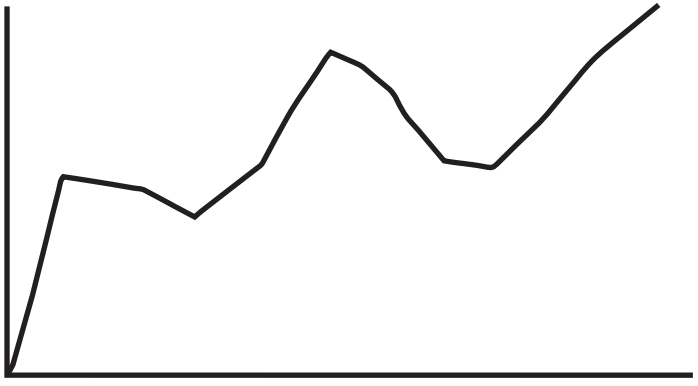
Side Zone

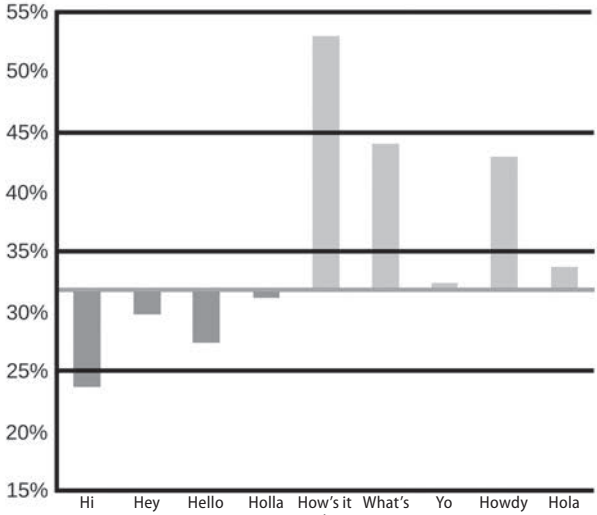


SMALL TALK



BIG TALK

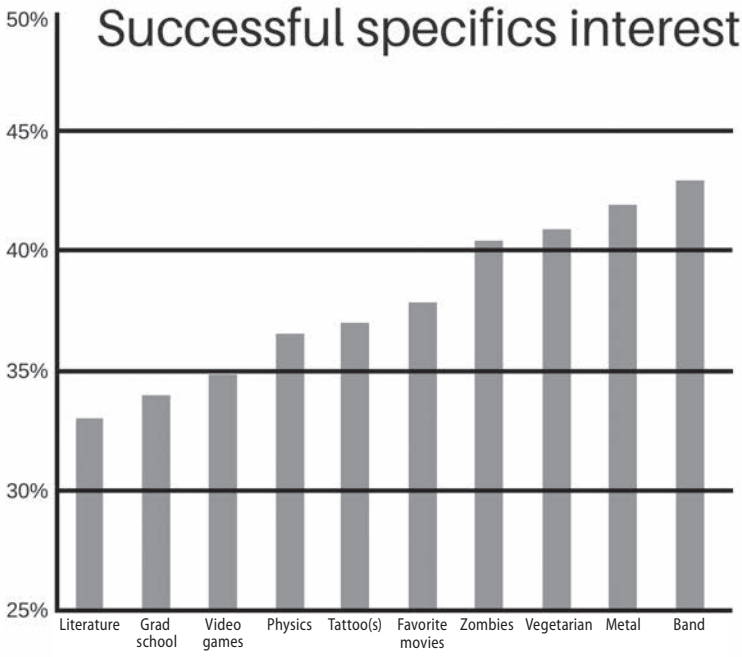
Message "Hello"

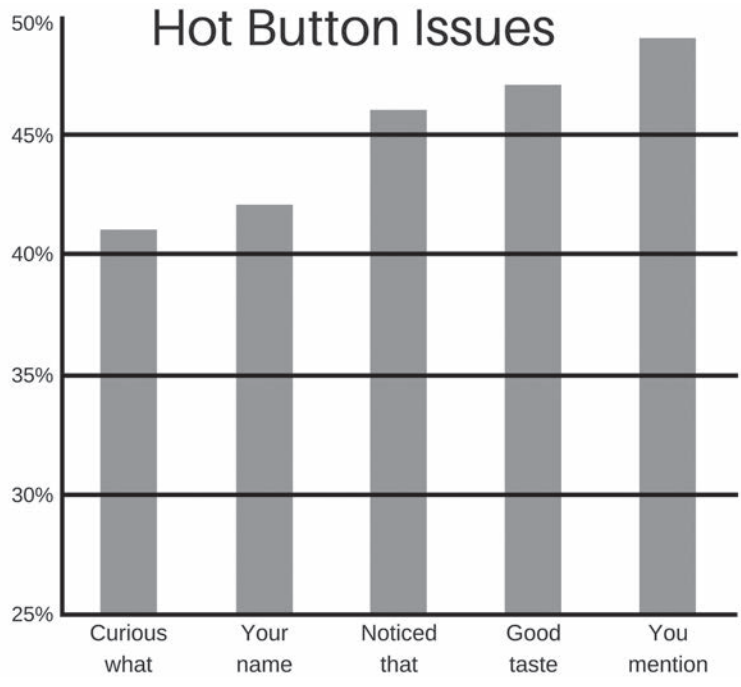


	Hi	Hey	Hello	Holla	How's it going	What's up	Yo	Howdy	Hola
ƒ	2,312	1,880	1,627	209	990	740	381	367	212

*ƒ = Frequency per **10,000** messages sent.*

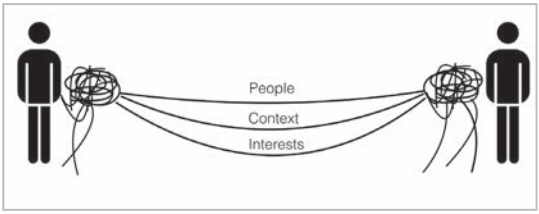
Reply rate of messages containing the keywords in the first 7.

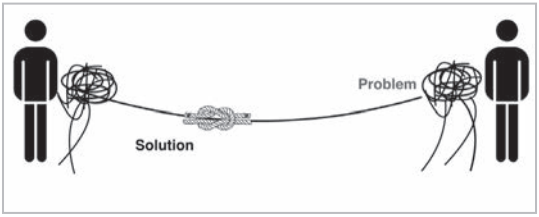

Successful specifics interest
50%
45%
40%
35%
30%
25%
Literature
Grad school
Video games
Physics
Tattoo(s)
Favorite movies
Zombies
Vegetarian
Metal
Band

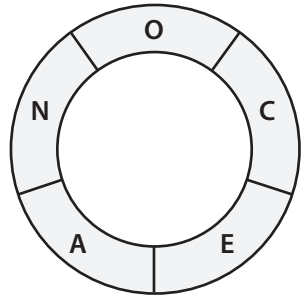

Hot Button Issues
50%
45%
40%
35%
30%
25%
Curious what
Your name
Noticed that
Good taste
You mention

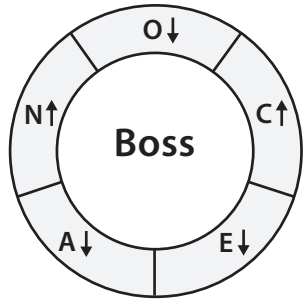
Vanessa Van Edwards
Author, Behavioral Investigator

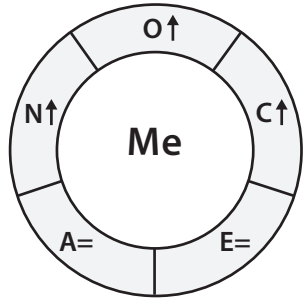
I KNOW WE'RE NOT, LIKE, TOGETHER OR ANYTHING BUT IT FELT WEIRD TO JUST NOT SAY ANYTHING SO I GOT YOU THIS CARD. IT'S NOT A BIG DEAL. IT DOESN'T REALLY MEAN ANYTHING. THERE ISN'T EVEN A HEART ON IT. SO BASICALLY IT'S A CARD SAYING HI. FORGET IT.

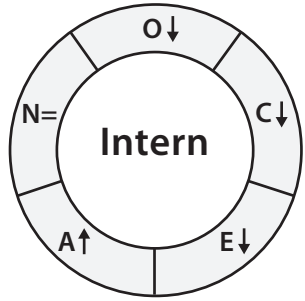

People
Context
Interests


Problem
Solution


O
C
E
A
N


O↓
C↑
E↓
A↓
N↑
Boss


O↑
C↑
E=
A=
N↑
Me


O↓
C↓
E↓
A↑
N=
Intern

A)

B)

C)

D)

	O	C	E	A	N	What are your biggest challenges?	Optimize or compromise?
Your Riser							
Your Target							
Your Best Friend							

	O	C	E	A	N	What are your biggest challenges?	Optimize or compromise?
Your Partner (or a previous partner)							
Your Boss (or a previous boss)							
Your Colleague							
Your Parent							

Extroverted People

Agreeable People

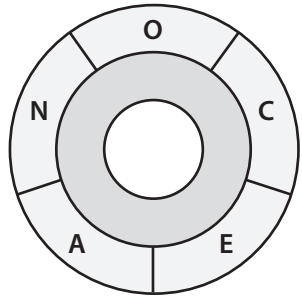
Neurotic People

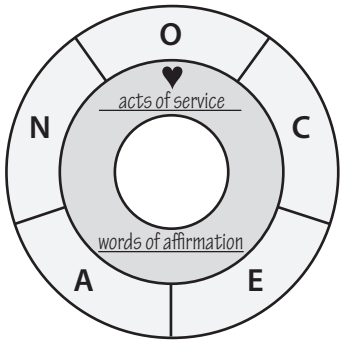
Conscientious People

Open to Experience People

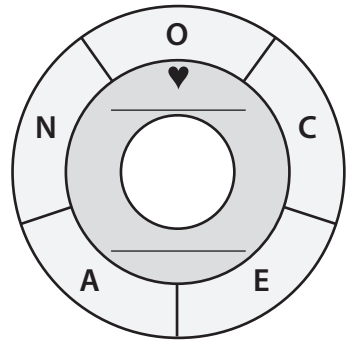
Data from: Jason Rentfrow, Sam Gosling, and Jeff Porter.
Analysis: Kevin Stolarick
Map by Ryan Morris

www. WhosYourCity.com

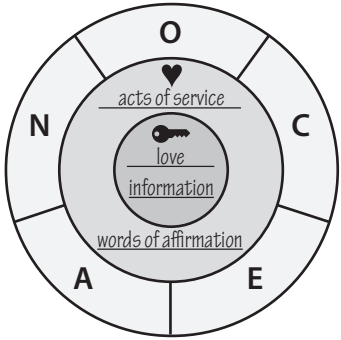




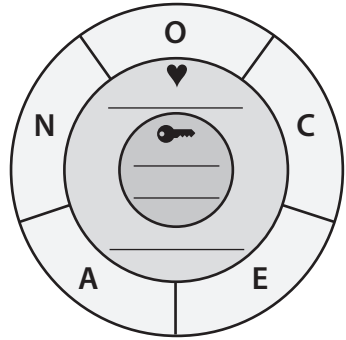
Vanessa's Matrix



My Matrix



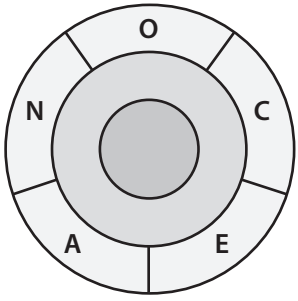
Vanessa's Matrix

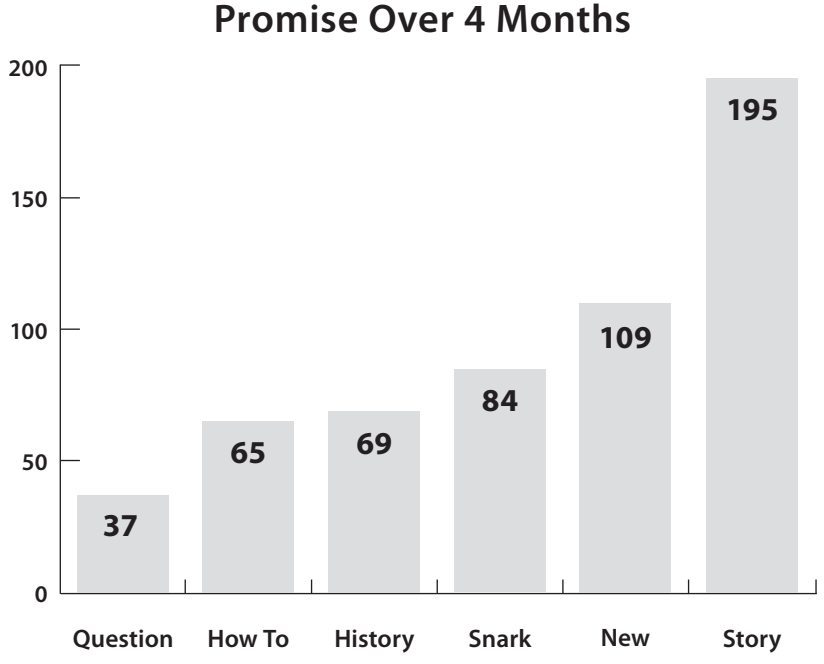


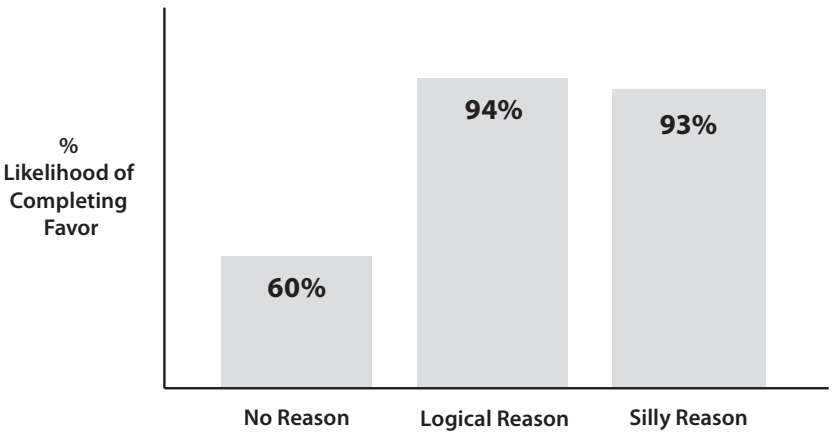
My Matrix

Event	+ = –	Description

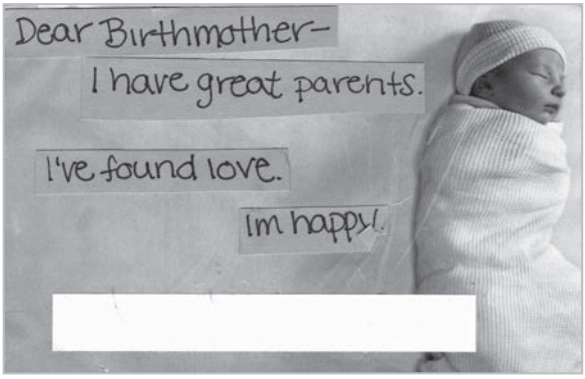
Event	+ = –	Description
Coffee meeting with colleague	+	Laughed until my face hurt. She is hilarious!
First date	–	Such a drag! He was so boring. Conversation was painful.
Leadership workshop	=	Interesting to do the team activities, but not sure how relevant the tips were.

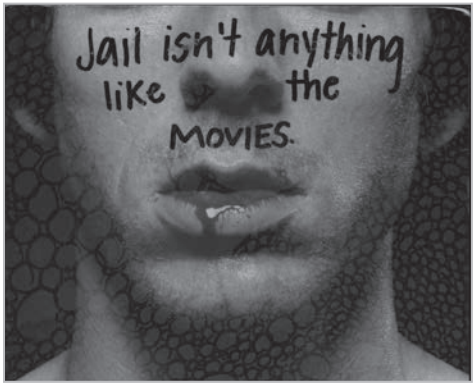


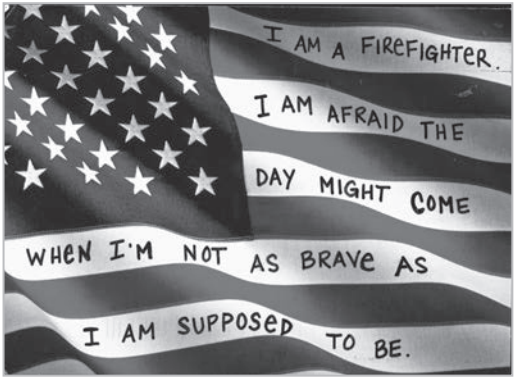

Promise Over 4 Months
200
150
100
50
0
37
65
69
84
109
195
Question
How To
History
Snark
New
Story

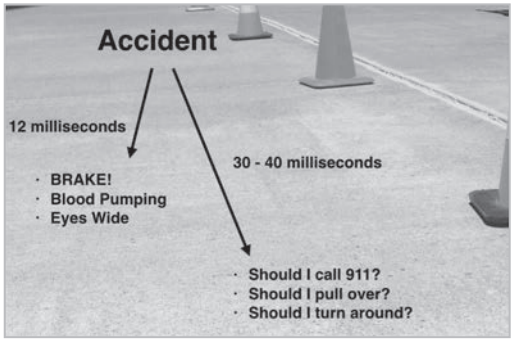

%
Likelihood of
Completing
Favor
60%
94%
93%
No Reason
Logical Reason
Silly Reason

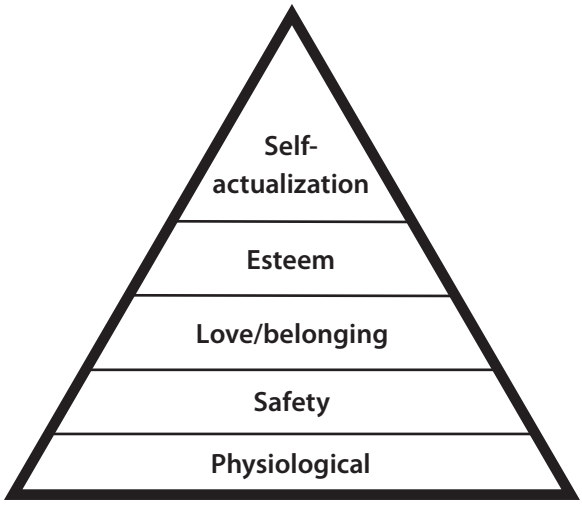
Books Get Me
Sexually Excited.


Dear Birthmother–
I have great parents.
I've found love.
Im happy!


Jail isn't anything like the MOVIES.


I AM A FIREFIGHTER.
I AM AFRAID THE DAY MIGHT COME WHEN I'M NOT AS BRAVE AS I AM SUPPOSED TO BE.


Accident
12 milliseconds
· BRAKE!
· Blood Pumping
· Eyes Wide
30 - 40 milliseconds
· Should I call 911?
· Should I pull over?
· Should I turn around?


Self-
actualization
Esteem
Love/belonging
Safety
Physiological

ANGER

- Furrowed brow
- Tense lower eyelids
- Lips tight or drawn back

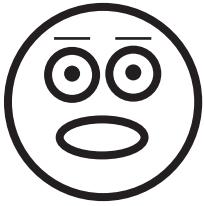
CONTEMPT

- One side of mouth raises
- Eyes may narrow at target
- Body turns away

HAPPINESS

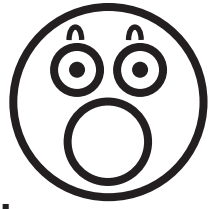
- Lips drawn back and up
- Cheeks are raised
- Crows feet near eyes

FEAR



- Brows raised in a flat line
- Upper eyelids raised
- Mouth open, lips drawn back

SURPRISE



- Brows raised and curved
- Eyelids open, whites showing
- Jaw drops open

DISGUST

- Nose is wrinkled
- Cheeks are raised
- Lower lip is raised

SADNESS

- Brows drawn in and up
- Corners of lips drawn down
- Jaw comes up