



Jack Nasher

Convinced!

It's not your actual competence that counts. It's how people perceive your competence that makes the difference. In this month's reading recommendation, mentalist and business professor Jack Nasher offers tips to help you appear more competent, attractive, intelligent and important.

STEP 1

Have your team read the getAbstract summary.

STEP 2

Schedule a team meeting to discuss the questions below.

STEP 3

Have a discussion with your team.

Discussion Questions

1. Do you agree with the argument that it's not your actual competence but how people perceive your competence that counts in life?
2. You will likely have invested many years of your life in achieving competence in your line of work. However, have you ever been taught how to persuade others of your competence?
3. What "impression management" tools do you think you could easily start applying in your work life?
4. Are there any tools you would not use? Why not?
5. The author notes that reliably determining competence in others is hard. Do you have examples from your personal life where you either misjudged someone's competence or recognized the high competence of someone with poor presentation skills?

"Brilliance does not speak for itself. You can, in fact, be the best in the world and no one will notice."

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Additional resources



How Visionary Leaders Inspire

Journal article



Persuasion

Channel

