



Selfish, Scared and Stupid: Stop Fighting Human Nature And Increase Your Performance, Engagement And Influence

By Kieran Flanagan, Dan Gregory

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Appealing to humans' basic instincts to increase influence, buy-in and results

Survival of the species comes down to three basic instincts, say behavioural research strategists Dan Gregory and Kieran Flanagan—fear, self-interest and simplicity. These basic human behaviours come into play in all types of relationships, including those between businesses and customers. *Selfish, Scared and Stupid: Stop fighting human nature and increase your performance, engagement and influence*, demystifies these behaviours and examines the psychology behind why even the best ideas sometimes fail.

This book helps businesses design their organisations for reality rather than perfection, and also offers strategies to head off unprecedented levels of disengagement within, and outside, the business. It answers baffling questions around why the public sometimes fails to engage despite overwhelming data suggesting otherwise, why so many new products end up on clearance shelves and why so many great salespeople often fall short of their monthly targets.

- Learn how the survival of the species plays into business, including delusionary realities and the reasons ideas can fail
- Discover how to offer customers strategic rewards, thereby making the buying process more attractive to selfish natures
- Examine the link between fear and the unknown, including strategies for quelling fears and turning them into action
- Learn to use a simple mindset to create low-involvement products, helping appeal to instinct and making products hard to resist

This provocative book is built on the idea that businesses must return to a more human engagement methodology in order to succeed. It is an informative read for anyone interested in improving influence, growing business reach, improving sales figures or understanding the complexities of human behaviour.

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Editorial Review

Review

SSS is a triumph, a great read, stunning insights and the title had me laughing at myself and learning at the same time. It makes me want to be a better man--generous, courageous and intelligent!

--Matt Church, Founder of Thought Leaders Global and author of Amplifiers

How refreshing to have a book that cuts through the myths and hype and gets to the heart of human behaviour and the realities of why we do what we do. Dan and Kieran share a rare quality of not only being brilliant researchers and strategists, but also being able to translate what they do into what we need to know. And they do it with such a fabulous sense of wit and humour that you can't help but turn the page. This book will change how you view behaviour, business, leadership and even society, forever.

--Megan Dalla-Camina, Strategist and author of *Getting Real About Having It All*

Clever, rigorous and refreshingly real--this fad-free book shows modern-day realists how to unlock real results.

--Dr Jason Fox, Motivational Scientist and author of *The Game Changer*

Finally someone has the guts to tell the truth! This book will blow your mind and not allow you to look at the world the same. By removing your blinders it will save you time and help you get what you want.

--Dr Adam Fraser, Human Performance Researcher and author of *The Third Space*

As business leaders we think we know but Dan and Kieran really know what makes buyers do what they do. Buy this book to find out how to get them to buy more.

--Jeffrey Hayzlett, Primetime TV Show Host, best-selling author and sometime cowboy

Clever, funny, thoughtful and passionate about success ... the book is too.

--Russell Howcroft, Executive General Manager, Network Ten

I deeply resent Dan and Kieran's hilariously blunt insights into my human failings--or at least I would--if the opportunity to profit from them wasn't so genuine and compelling. Steel-toed honesty coupled with brilliant original perspectives: Whether your focus is business or philanthropy, this is a book for people who have the courage to understand themselves in order to change the world.

--Bradley Trevor Greive AM, *New York Times* best-selling author

Dan and Kieran's latest book combines the art of engaging readability with the science of killing sacred cows. This book cuts through the clutter and the rah rah and creates a new paradigm of understanding human nature, which is essential to create organisations and brands well positioned for a future that isn't just about hype, but about depth and meaning. Hoover it now!

--Anders Sorman-Nilsson, Futurist and Founder of the think tank--Thinque

From the Back Cover

IF YOU WANT TO SUCCEED ... PREPARE FOR FAILURE!

Why is change so difficult? Why are leaders experiencing unprecedented levels of disengagement? Why are

sales people falling so short of their targets?

And, perhaps most importantly, why is it that so many seemingly sound businesses and worthy causes falter, relegating exciting new ideas to the scrap heap?

After years of having motivational smoke blown up our collective backsides we've started to act as if we are all generous, bold and intelligent—all of the time! We've designed our organisations, teams, systems, products, relationships and lives so we can only succeed under ideal 'laboratory' conditions. Anything less than perfection often means catastrophe. The problem is that's not how human beings work at all.

Behavioural strategists Dan Gregory and Kieran Flanagan argue that if you want to increase your chances of success in business and life, you should design for reality. Offering real-world strategies with a healthy dose of wit and charm, *Selfish, Scared & Stupid* will help you design for success by aligning with natural human behaviours: selfishness, fear and stupidity.

About the Author

Dan Gregory and **Kieran Flanagan** are behavioural researchers and strategists and the founders of innovation and engagement think-tank, The Impossible Institute™. Dan can also be seen on ABC TV's *Gruen Planet*.

Users Review

From reader reviews:

Randal Revilla:

In this 21st one hundred year, people become competitive in each way. By being competitive currently, people have to do something to make these survive, being in the middle of typically the crowded place and notice simply by surrounding. One thing that at times many people have underestimated it for a while is reading. That's why, by reading a guide your ability to survive boost then having chance to endure than other is high. In your case who want to start reading any book, we give you this particular *Selfish, Scared and Stupid: Stop Fighting Human Nature And Increase Your Performance, Engagement And Influence* book as beginner and daily reading reserve. Why, because this book is usually more than just a book.

Catherine Kuntz:

The actual book *Selfish, Scared and Stupid: Stop Fighting Human Nature And Increase Your Performance, Engagement And Influence* has a lot of info on it. So when you read this book you can get a lot of gain. The book was authored by the very famous author. Tom makes some research just before writing this book. That book very easy to read you will get the point easily after reading this article book.

Tammara Dejesus:

Reading can be called mind hangout, why? Because if you find yourself reading a book mainly book entitled *Selfish, Scared and Stupid: Stop Fighting Human Nature And Increase Your Performance, Engagement And*

Influence your mind will drift away through every dimension, wandering in most aspects that maybe unknown for but surely will become your mind friends. Imaging every word written in a publication then become one application form conclusion and explanation that maybe you never get ahead of. The Selfish, Scared and Stupid: Stop Fighting Human Nature And Increase Your Performance, Engagement And Influence giving you yet another experience more than blown away your mind but also giving you useful info for your better life with this era. So now let us explain to you the relaxing pattern at this point is your body and mind will likely be pleased when you are finished studying it, like winning a casino game. Do you want to try this extraordinary spending spare time activity?

Pablo Bussey:

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