

The background is a dense, isometric arrangement of blue cubes of various sizes, creating a complex, three-dimensional geometric pattern. A bright, glowing arc of light sweeps across the scene from the bottom left towards the center right. At the point where the arc terminates, there is a small, intense red light source that emits several thin, white, curved lines radiating outwards, suggesting a signal or a point of convergence.

Sublime Communication

Changing the way you communicate to get what you want

22 February 2012

nsense



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..

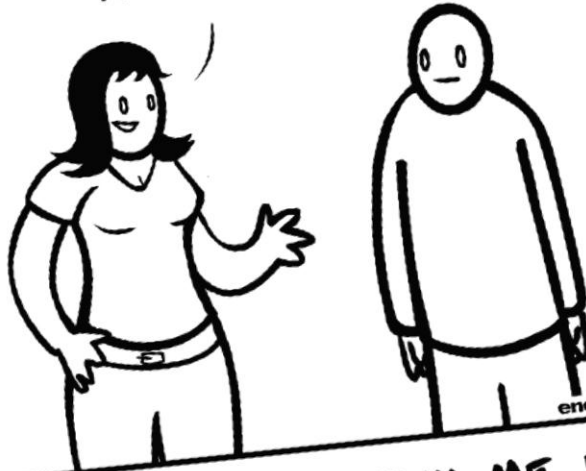


Your subconscious mind is
your super computer

Your conscious mind is your
firewall

SOME QUESTIONS ARE
COMMANDS IN DISGUISE...

ARE YOU HUNGRY?



endlessorigami.com

HIDDEN MEANING: BUY ME DINNER.

Open the door to the
subconscious..

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

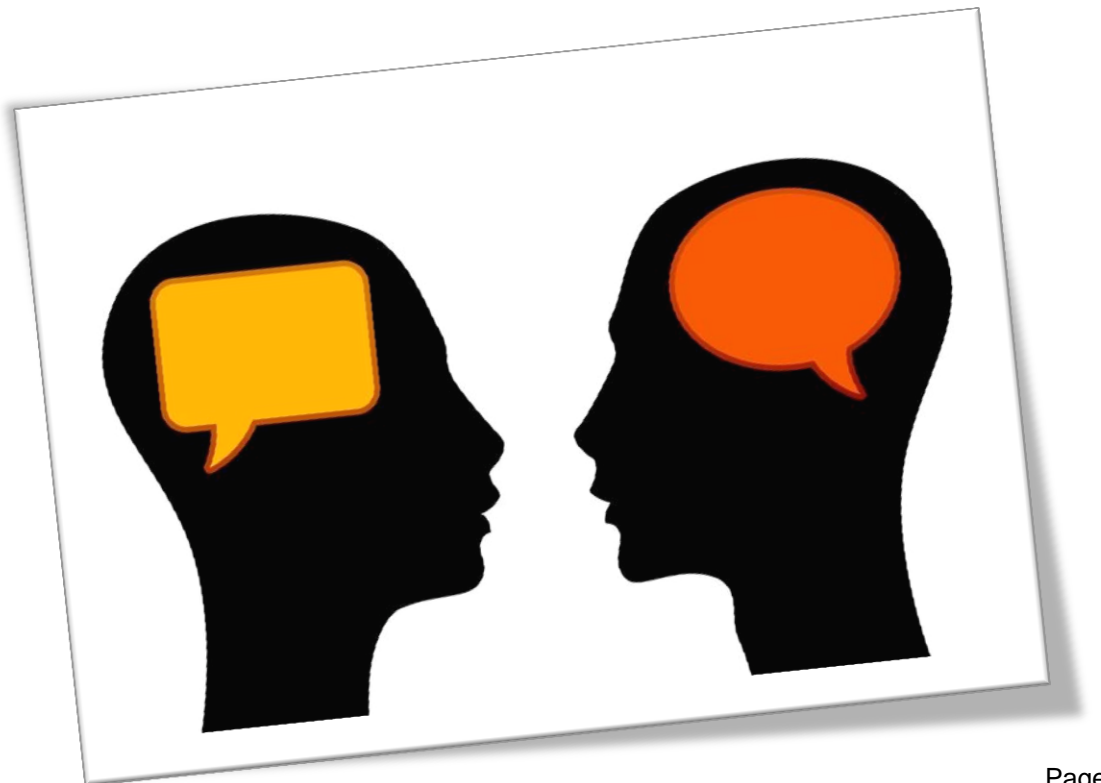


The road to the jewels

- 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

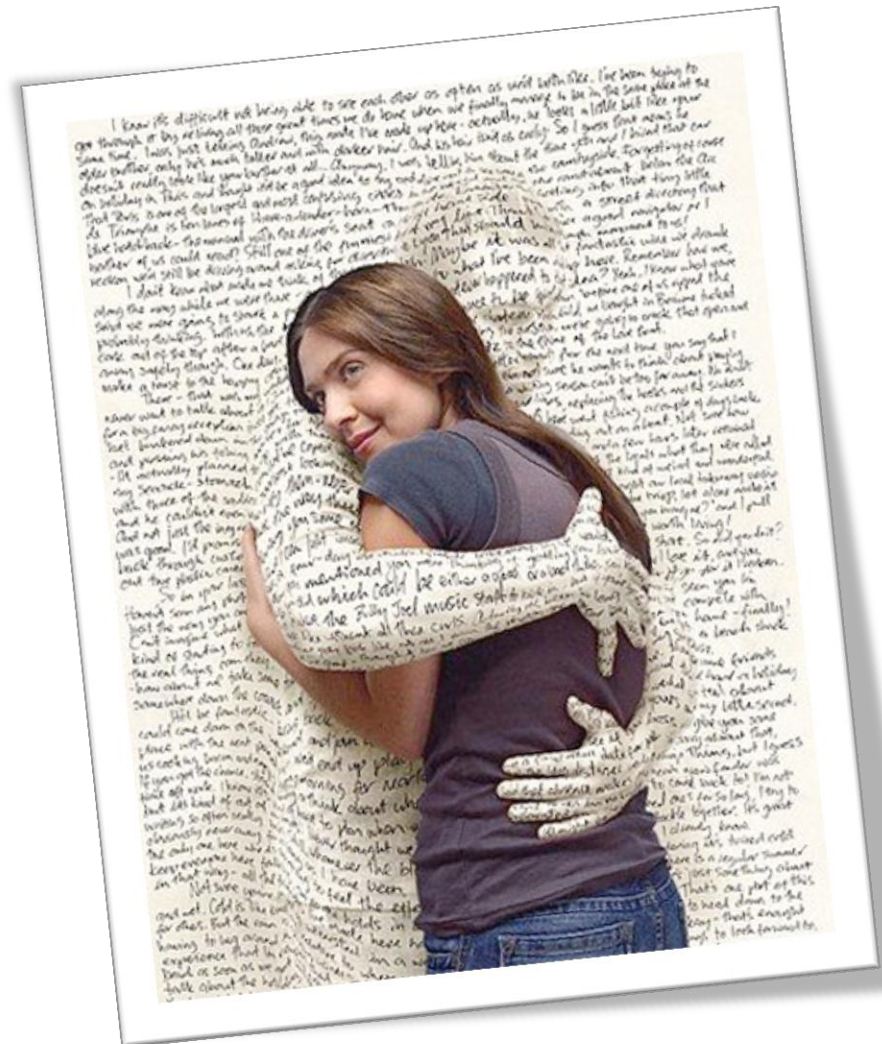
- Phone calls
- What is said *
- Physiology = state (how) **
- Tonality (how) **
- Speed (how) **
- * 7%
- ** 38%



Target Interaction

Written

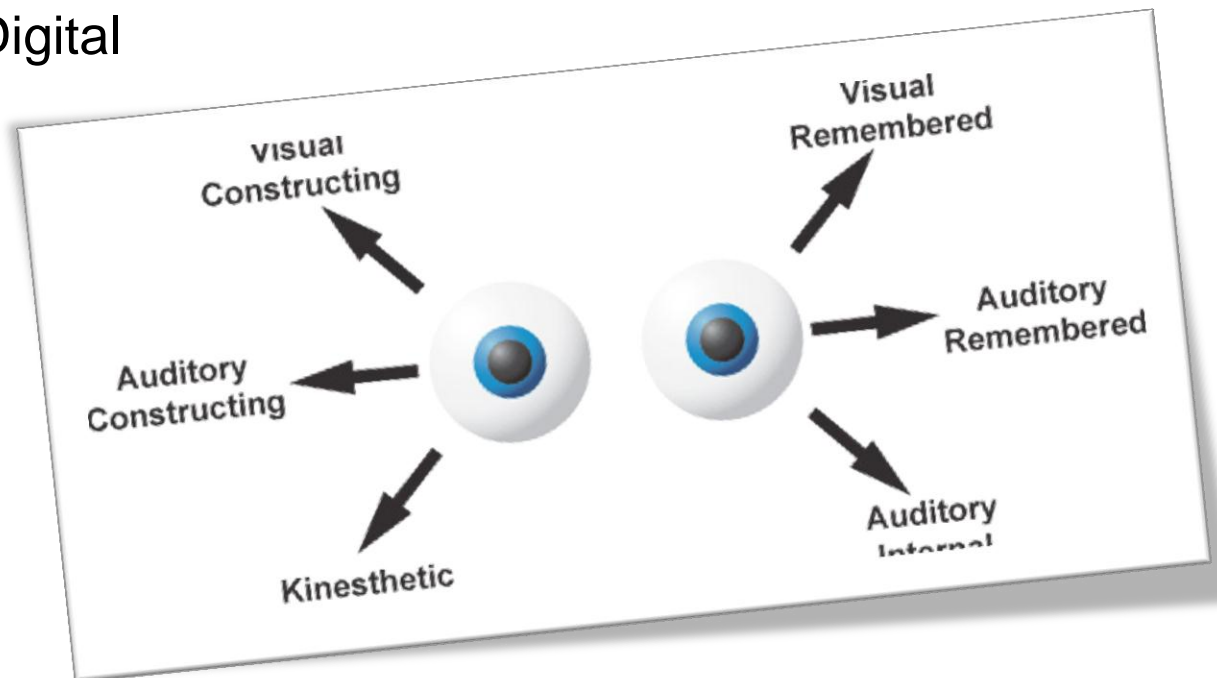
- Spear-phishing emails
- Physical media
- Written word *
- Our words must resonate with the reader
- Aren't there to cheer them on
- * 7%



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

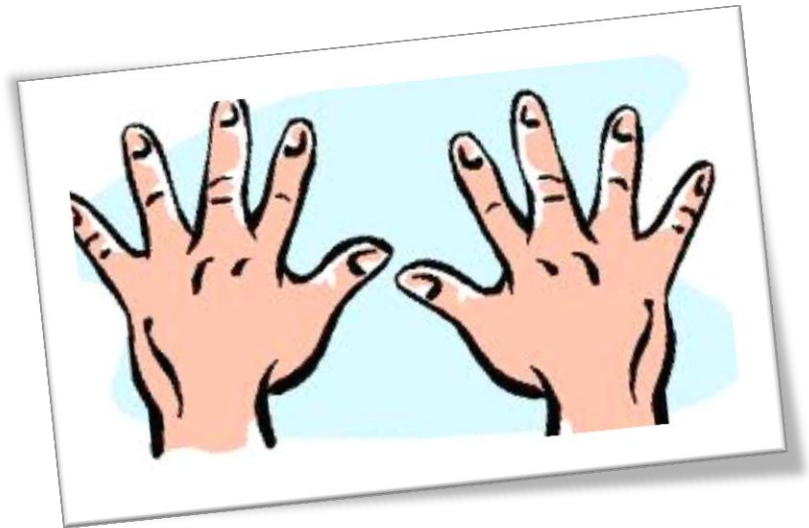
- Speak with a medium pace
- Use auditory language (e.g. hear, speak, listen)
- Hobbies (e.g. music, singing)
- Remember things they have spoken about
→ *you said x*



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

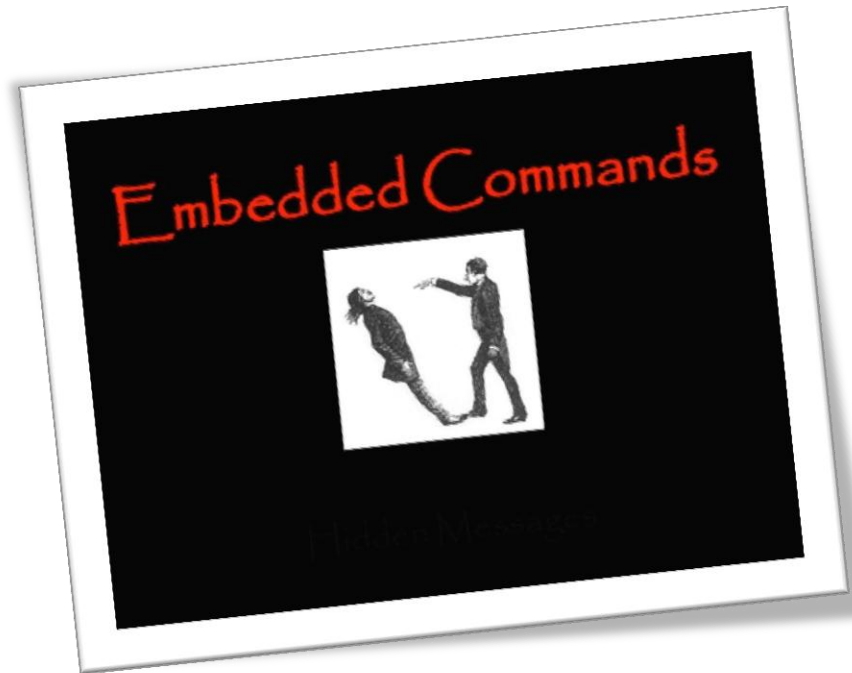
What other methods exist?

- 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

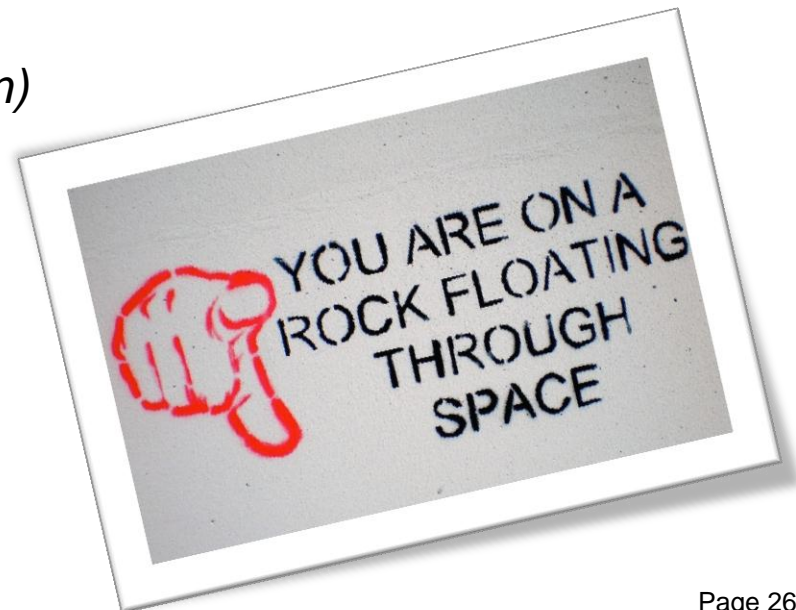
- Make a statement your subject can only agree with, and then deliver your suggestion

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!