

COB Review by Jayne Zanglein

Airline Industry Could Benefit From the 7 Triggers to Yes

Title: "The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions"

Author: Russell H. Granger

Publisher: McGraw Hill

Length: 240 pages

Reading time: 4 hours

Reading rating 10 (1 = very difficult; 10 = very easy)

Overall rating: .5 (1 = average; 4 = outstanding)

For the last ten hours I have been sitting in the airport with my copy of "The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions". *7 Triggers* is a slick marketing tool designed to lure readers to hire author Russell Granger's training company. It builds heavily on the works of others and repackages them as a new brand: 7 triggers that will help you influence people.

Most people rely on logic to persuade others. However, according to Granger, logic is not the great persuader. Instead, it is the brain's amygdala. When a person is confronted with a decision, the amygdala acts "as the gatekeeper for the thinking part of the brain." The amygdala triggers "immediate emotional-based decisions saving the cerebral cortex from the hard work of evaluative rational thought." For example, the amygdala sent 100 passengers scrambling when the airline just announced, "The mechanics will be removing the plane's engine. You are welcome to wait, but you are also free to rebook your flight." Without thinking, every passenger raced for the ticket counter.

How do we know that thinking is hard work? Scientists have reported that we burn 300% more calories thinking than sitting passively, such as when we watch TV. Researchers have also found that when you work hard to solve a puzzle, your brain emits the same brain waves as when you plunge your arm into a bucket of ice-cold water. Granger summarizes: "The human brain has the same response to evaluative, cognitive, logical thinking as it does to the pain of ice water. Thinking is not only hard work, it hurts! It's painful! We just don't like it. So we avoid thinking whenever we can."

Rather than circumventing the amygdala, Granger suggests that we harness seven emotional triggers to persuade others: Friendship, Authority, Consistency, Reciprocity, Contrast, Reason Why, and Hope.

For example, let's say you are trying to entice a customer to fly on your airline again after you have cancelled two flights for engine problems and delayed one flight for tire troubles. Let's say, hypothetically, that the passenger has been waiting ten hours at the airport reading a book on the seven triggers. You could use each of the seven steps to influence passengers to still trust the airline, as did the captain of the plane I finally got on.

Captain Charming used the friendship trigger to develop an affinity his passengers. He mingled with the passengers while we were waiting for an update on the plane's mechanical condition. He talked about his favorite fishing spots with a passenger who was traveling to go fishing. He played the authority trigger by telling us he was a former military pilot. Our captain also employed the reciprocity trigger: he treated the passengers with humor and kindness and they reciprocated, even though many of them previously had encountered long delays. But his ace was the contrast trigger. He showed the passengers just how good a pilot could be: he was a stark contrast between all of the other pilots we had encountered on our trips, and indeed, in our years of flying. Our captain offered us hope by telling us of his love of barnstorming: hope that we could make up the lost time by flying 500 m.p.h. with a former top gun (and hope the he would not do any aerial tricks on the way).

I would not recommend the book because it is not the cutting edge book it claims to be. In addition, Granger violates the authority trigger by failing to include references and resources. But if you don't know anything about the subject, it's a good place to start. I think I'll send my copy of book to the Customer Relations office at my not-so-favorite airline. They could learn a few things from the book and their ace pilot.

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