



SUCCEED WITHOUT SELLING YOUR SOUL

A practical guide for attracting the right attention, impressing the right people, and rising to more advantageous positions in one's life.

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SUCCEED WITHOUT SELLING YOUR SOUL

OVERVIEW



1

Know your core ingredients and use them to your advantage

Who you are in business should harness your life experiences and highlight your unique inimitable value.

2

Adopt superior traits observed in others and become a mosaic of admirable qualities

Implement a system of self-improvement that draws from admirable qualities seen in others and integrate them within you.

3

Learn the food of each person's soul

Demonstrate to others that you see and value them in the way they wish to be seen and valued.

4

Maintain an aura of pensiveness

Maintain a pensive and calm demeanor to be seen as intelligent and respectable.

5

What is unknown cannot be judged. Be enigmatic

Be enigmatic to prevent people from painting a precise and imperfect picture of you in their minds.

6

Earn influence in front of others. Gain authority behind closed doors

Show peers and subordinates that they can trust you to make decisions with their best interests at heart.

Show superiors that you are a vessel for their own glorification and achievement.

7

Obtain a reputation for competence and performance

Don't let people see how much effort your performance, sophistication and success require.

Make them look natural.

8

Notice the positive archetypes people assign to you and strategically embody them

Be willing to feed into a person's simple ideas of you.

9

Secretly ensure people know your great deeds

Be a careful architect to obtain recognition for good acts, but never be seen as doing so.

10

Be aware of how people feel about one another, but refrain from displaying negativity towards anybody in your inner circles. Only use outsiders as sacrifices

Treat what you know about each person's opinions of one another as social currency. Allow deposits but refrain from spending.

11

Focus initial conversations on the other person, with a strategy of navigating to a position of confidant

Disarm people who are new to your networks and open the gates to their feelings, perspectives and knowledge to gain a valuable and personal long-term standing with them.

12

Don't freely reveal your opinions and preferences. Only reveal those that earn you the reputation you desire

Align the information you give somebody about yourself, to what you know about them and their ideals.

13

Build rapport with manipulators and strategists, but guard against their analyses

There are people equally cunning and studious as you. Keep friendship with them, but at arm's length and do not disclose compromising information to them.

14

Lend emotional support to others, but do not request it for yourself

Draw emotional support from those in your personal life, not your professional life, but encourage others to allow you to emotionally support them.

15

Create opportunities for others to invest in you, to strengthen their allegiances

Accept offers from others to do favors for you. This will make them more loyal.

16

Protect other people's hopes that you regard them highly

Ensure that others continually want to live up to your high opinions of them. Never damage this by offering evidence that you do not think highly of them.

17

Closer isn't always better. Know your ideal level of closeness for each person

Understand the closeness that maximizes rapport, admiration and chemistry with each person and make an effort to keep your relationship there.

18

How an interaction ends with a person resonates with them.

End interactions on your own terms.

Leave people feeling positive about you by strategically ending encounters on favorable notes.

19

To be seen as remarkable, never seem too idle

Being too transparent or too idle about how you spend your personal time makes you appear plain and unremarkable. Allow your personal idle time to go unspoken.

20

Don't reject praise. Accept it with confidence, humility and appreciation

Show people that you're deserving of their praise and respect by accepting praise properly. Secretly train people to praise you often.

21

Make others look like stars in front of their families

By describing a person's high value in the workplace in front of their family, you help affirm their status with their loved ones. This is a sure way to earn immense gratitude.

22

Give people a few simple traits to cling to, to anchor your reputation and memorability

Hand-feeding people a few simple traits that they can consistently expect from you allows them to create a simple, likeable and relatable picture of you until they know you better.

23

Use humor and profanity selectively to be relatable, create bonds and cut sedate atmospheres

Carefully-placed humor and profanity shows others that you're like them, and that you don't think you're perfect. This can help avoid resentment and build bonds.

24

Be genuine and don't compromise your values

Using social navigation strategies does not mean abandoning who you are. Bolster your true self with these techniques to be the best version of you in professional environments.

FOREWORD



My life and career have shown me countless examples of successful people. While each may achieve a different type of success, those who rise to positions of influence and high standing often do so with a strong aptitude for navigating people. I have seen highly intelligent people, highly skilled and very hard-working people stand still while others who utilize certain key principles shape the social environment around them, rising above their peers to positions of influence and power.

I am fortunate to have spent years working alongside business and community leaders, observing first-hand, the patterns and principles that have given rise to their positions and allowed them to maintain the respect, admiration and reverence of their partners, peers and subordinates.

This manual is written for anyone who wishes to understand how to navigate people in professional environments. It is for the strategic and ambitious person who cares to take responsibility for their own reputation and status rather than leaving them to chance or hoping to be carried forward as a by-product of another person's design.

The ideas presented in this manual are intended to address reality as I've observed it. I believe that a person can navigate upwards professionally, through strategic thinking and social positioning. The ideas presented offer a means of armoring oneself against the strategies and devious natures of others, while building strong social foundations for upward mobility, and gaining stronger positioning to capitalize on opportunities as they arise.

In my own career, opportunities have been presented to me as a result of people in power having confidence in me, and perceiving me as professional, capable, trustworthy, relatable and even somewhat enigmatic. There is nothing I cherish more, and nothing that I have to offer that I feel could be of more service to others, than a method for attaining this type of reputational success; To attract the right attention, to impress the right people, and to rise to more advantageous positions in one's life.

1

KNOW YOUR CORE INGREDIENTS AND USE THEM TO YOUR ADVANTAGE

Who you are in business should harness your life experiences and highlight your unique inimitable value.

Understand the life experiences, hardships and learning that are responsible for the things you are, that you're proud of and that make you unique. These are your core ingredients. Find ways to link these to your outward persona to present yourself in a difficult-to-mimic way. Knowing how to conduct yourself to attract the proper attention helps ensure you are noticed and called upon for value that you can truly deliver. It is important that while highlighting your most relevant and favorable traits, you remain grounded in your genuine self as this is critical for long-term social navigation and mental health.

There is no need to seem perfect, in fact it's best not to. Life-altering events and hardships, such as failed relationships, lost loved ones, impairments, family history, lifestyle factors, or other things you have overcome, are what give you your unique perspective on the world. Because of your unique mix of life experiences, you have something unique to offer. No matter who you are, or what your current level of self-esteem, you must find and learn to value what makes you unique. You have a perspective that belongs only to you. Be the master of that perspective, and find where it can be directed and offer the most value.

People build narratives about their own lives, to better rationalize and understand who they've become. For example, people who are successful and come from humble socioeconomic beginnings tend to work that narrative into their outlook. People who were born with more advantages and who have succeeded by leveraging them, tend to integrate that story into their general outlook. Neither is better or worse, and neither need be advertised. They can simply both serve as portions of the list of experiences that each person draws upon to navigate the world. Staying grounded in these genuine factors on its own does not lead to success in social navigation, but failing to do so results in a fraudulent persona, which is fragile and puts a person at risk if they are to navigate based on it. Business environments are like rough seas. Without a strong ship, you can angle your sails any way you like, you are still likely to capsize.

2

ADOPT SUPERIOR TRAITS OBSERVED IN OTHERS AND BECOME A MOSAIC OF ADMIRABLE QUALITIES

Implement a system of self-improvement that draws from admirable qualities seen in others and integrate them within you.

Integrate great qualities that you see in others, into your own persona. Look for people who do things you admire, make you feel like a star, seem to have a system for achieving certain social outcomes, perform better than you in specific ways. Make an effort to improve yourself around your core qualities, by adopting superiority when you find it.

When deciding whether to adopt or integrate a trait you've seen in another person, first examine how your own use of that trait would fit with who you are and the reputation you currently have or are building. Don't try to be everything, and don't blindly mimic others. Learn to combine what you see others doing that you admire, with who you are and how you think it can fit with your own persona. Let new traits supplement who you already are, not dramatically change you.

Avoid adopting too many new traits too quickly. Not only will it be confusing for you, but also for the people around you. You risk seeming pretentious and fake if you exhibit many foreign behaviors all at once. Don't forget your core, and don't forget the persona pathway you're aiming to travel along.

3

LEARN THE FOOD OF EACH PERSON'S SOUL

Demonstrate to others that you see and value them in the way they wish to be seen and valued.

Every person has within their own mind, a rather simple definition of self. Understand who a person thinks they are. This is who they wish to be seen as. When you know this about people, you are able to show them evidence that you see them as they see themselves. This will earn you a position as an emotional watering hole. Providing affirmation of a person's self-image will earn you more of their dependence.

Encourage others to share their expertise, interests, life stories, personal philosophies and values with you, and offer affirmation. This will let them feel that you value them in the way they wish all would value them.

Do a lot of listening, and ask open-ended questions. Use questions to direct the conversation deeper toward the topics of your choosing. Encourage others to elaborate when discussing how they feel disenfranchised, or the things they're most proud of. When listening to others speak, internally zero in on the philosophical beliefs that underpin their opinions and outlooks. Once you have an understanding of a person's philosophies, everything else they say and do is much more predictable. With this information, you are well-armed to affirm their beliefs and engage in strategically- tailored conversation in the future.

4

MAINTAIN AN AURA OF PENSIVENESS

Maintain a pensive and calm demeanor to be seen as intelligent and respectable.

Most people view a pensive person as an intelligent person. With a friendly but stern, not silly or giddy, and not overly outgoing demeanor, you encourage others to approach you, but to do so with respect.

When planning for succession, superiors seek those who they perceive as posing low risk to the stability and long-term health of the organization. A calm, pensive demeanor is a critical element for this. Therefore, it is essential to display this quality in order to be considered for promotions and other opportunities. It is this important law that often lies behind the “lucky” opportunities that some appear to have a knack for obtaining. Think of this law as enabling you to become a better magnet for opportunity.

This attitude also expresses to others that you take things seriously. Whether the person be within your organization or a customer, supplier or partner, being seen as capable of “taking things seriously” is highly advantageous. Failing to be viewed as capable in this way will quickly disqualify you from consideration when it comes to promotions and other professionally-essential relationships.

Avoid the trap of going unnoticed. This law does not suggest that you should be a recluse or an extreme introvert. You must be noticed as a calm, thinking person, so you must be sure to interact with the appropriate people often, but do so in an even-tempered and thoughtful way.

When conversing, recall the lessons from Stoics, to listen and then pause for thought and logic before responding. Avoid temperamental and overly emotional reaction.

5

WHAT IS UNKNOWN CANNOT BE JUDGED. BE ENIGMATIC

Be enigmatic to prevent people from painting a precise and imperfect picture of you in their minds.

Remaining unknown allows others to paint a more perfect picture of you. Revealing too many certainties about yourself opens the door to being measured as imperfect or inferior compared to a person's "perfect" definition of you. Only reveal opinions and preferences which, based on your knowledge of an individual, will earn their favor and will not arm them with information that they could use against you. Once your words leave your mouth, they are on display for all to analyze and judge. Be very careful which words you place on stage.

Articulating dissatisfaction can be judged by others as stupid, baseless, emotional, or petty. Displaying dissatisfaction with pensive quietness on the other hand, allows others to reflect on their errs, and fill in rationale gaps on their own. This forces others to take responsibility and turn inward to analyze their own mistakes rather than analyzing your imperfect approach to resolution or the plainness of your articulation.

This law is especially useful in fact-finding conversation and in group meetings. Allow others to expose their views for as long as possible before contributing your own. This will allow you to contribute to conversations meaningfully and strategically, such as to align with the views of those you wish to align to, and not run afoul of those who would see your views as a threat.

6

EARN INFLUENCE IN FRONT OF OTHERS. GAIN AUTHORITY BEHIND CLOSED DOORS

Show peers and subordinates that they can trust you to make decisions with their best interest at heart. Show superiors that you are a vessel for their own glorification and achievement.

Know the difference between influence and authority. For the masses, those who are your peers and your subordinates, gain influence by acting such that others trust you to make decisions with their best interests at heart. If they trust you in this way, they will be apt to allowing you to be their collective decision-maker, and that's all a leader is. This relationship with people is built upon trust and honest deeds which benefit the target parties, earning influence over them over time. Offer support and advocacy to earn this. Once earned, it must be maintained. Be careful not to earn influence at the expense of superiors who would feel threatened by others' allegiances to you. Seek ways to advance the causes of your superiors while earning influence over subordinates. Organizational values and culture is often a good place to start. Uphold organizational values and find ways to make them benefit others by improving work conditions in their favors (again, not at the expense of superiors or their visions).

With superiors and their influencers, earn favor by glorifying their name, affirming their self-image, aligning to their cause, and appealing to their ambitious natures with attractive visions for them to pursue through you. By embodying the path forward in accordance with their own vision, you encourage superiors to regard you highly, think you wise, and to be more inclined to grant you positions of authority.

7

OBTAIN A REPUTATION FOR COMPETENCE AND PERFORMANCE

Don't let people see how much effort your performance, sophistication and success require. Make them look natural.

There is no substitute for capability. Work hard, but do so behind closed doors to create the perception that good performance and outcomes come easily and naturally to you. Achieve performance goals that are both attainable and distinct from those of others, to avoid competition and comparison.

Create an aura of competence by being more vocal in conversations that focus on your topics of expertise, asking astute questions, and by exhibiting your interests in traditionally sophisticated things like the arts, wine, fine dining, travel, etc. without allowing yourself to sound pretentious or attention-seeking. Be articulate, concise, grammatically correct, and somewhat formal when speaking. Your words should reflect the mouth and the mind of a logical and intellectual person. Always seem modest and barely willing to divulge the information that you desperately want others to know.

Develop a "my role is to help" approach to your organization and its people. By staying grounded in servitude, you become very difficult to dislike or criticize. Always appear to place the wellbeing of the organization and the people above your own comforts, even as you enact strategies that aim primarily to benefit you.

Since we cannot know the intelligence of others with precision, develop the ability to build sound, logical arguments and to articulate them clearly. Strong logic and the ability to articulate thoughts and ideas clearly is critical for being seen as competent by all. This skill cannot be absent in those who wish to ascend.

8

NOTICE THE POSITIVE ARCHETYPES PEOPLE ASSIGN TO YOU AND STRATEGICALLY EMBODY THEM

Be willing to feed into a person's simple ideas of you.

As discussed earlier, people often build a “perfect you” in their mind, in the absence of real information (with the exception of having made a poor first impression).

Naturally, this is eroded with evidence that contradicts their perfect definition of who you are. It is nearly impossible to live up to anybody's vision of the perfect you. The best method for protecting the rose-colored glasses that others see you through, is to understand what the “perfect you” looks like to them, and make obvious displays that feed into that perception. Don't become too transparent, too available, too comedic, or speak too much about mundane things.

When an acquaintance or arms-length contact treats you like the athlete, the adventurer, the problem solver, the empath, the fashionista, the foodie, or anything else that is not negative, as long as it's at least partially true about you, don't obstruct it. Allow people to have inconsequential simplified ideas about you to fill in gaps where they don't know any different. This can provide easy go-to topics for casual conversations for both parties.

Once a person has this kind of idea about you and it's out in the open, they are more comfortable initiating conversation with you since they have an easy default topic to begin speaking to you about. This pattern invites more interaction, providing future opportunities for you to build the longer-term reputation you want with the person.

9

SECRETLY ENSURE PEOPLE KNOW YOUR GREAT DEEDS

Be a careful architect to obtain recognition for good acts, but never be seen as doing so.

When you do great deeds, it is to your advantage if others know about it, as long as it does not steal glory from superiors. Wait for opportune moments to release information, lend a hand, or finalize an outcome. Let yourself be “caught” in the act. This will allow you to gain a higher perception from others for your work, while avoiding a reputation for attention-seeking, which would undermine and nullify your efforts.

Work hard to frequently do great deeds for your organization and for people or teams. Before you reveal the deed or allow it to be revealed, first pause and consider the possible ways that others could find out about the deed, and the likely reactions each will incite. Craft the specific way that you want your deed to be discovered. By whom, in front of who else, with or without your presence. Also consider the body language that will work for or against you. It might be better to seem bashful, reserved, or even unaware of the initial praise. These factors are all critical for ensuring your great deeds are seen by the right people, that you maximize the reputation earned from the deed, and that you aren’t viewed as an attention-seeking or sneaky architect of the recognition you receive.

10

BE AWARE OF HOW PEOPLE AROUND YOU FEEL ABOUT ONE ANOTHER, BUT REFRAIN FROM DISPLAYING NEGATIVITY TOWARDS ANYBODY IN YOUR INNER CIRCLES. ONLY USE OUTSIDERS AS SACRIFICES

Treat what you know about each person's opinions of another as a social currency. Allow deposits but refrain from spending.

Become a confidant and let others reveal their dissatisfactions about one another to you. Knowing that you hold this information will keep people loyal to you. Sympathize but never reciprocate with information about how truly you feel towards others. Never show disdain for those in your inner circle.

If needed, outsiders can strategically be sacrificed, to demonstrate your loyalty to insiders as well as providing an example of your ability to be ruthless. This will give those in your inner circle a feeling of exclusivity and protection, making them want to stay in your good graces. Be careful not to initiate a sacrifice that bears negative consequences on others in your circles.

Avoid building a reputation for harshness or volatility. A sacrifice is warranted only when an offender is not close to anybody else in your circles, and when their actions are so severe that their removal is strongly supported by all. By taking the lead in achieving an end that others wish to achieve, you demonstrate leadership, a commitment to your values, and a belief that your inner circle stands for superior conduct. All of these, if acted out correctly, can be powerful means of strengthening allegiances. Exercise this law with the utmost consideration and care. Never be impetuous.

11

FOCUS INITIAL CONVERSATIONS ON THE OTHER PERSON WITH A STRATEGY OF NAVIGATING TO A POSITION OF CONFIDANT

Disarm people who are new to your networks and open the gates to their feelings, perspectives and knowledge to gain a valuable and personal long-term standing with them.

The second goal when meeting a person, is to learn about them (the first being to disarm them and open them up to being more transparent with you). Learn about who they are, how they fit into networks you're affected by, and about their personal life.

Being a trusted ear right away strengthens bonds, encourages "insider" relationships, and provides more transparency about that person sooner.

Equally importantly, this approach, if enacted successfully, quickly places the other person in a position of emotional dependence without your reciprocation. This becomes the initial roots for the building of a hierarchy where you are seen as an intelligent leader. Building one-way transparency (without the other party realizing that it is one way) helps guard against traps.

Seek a false confidant in a superior who has the power to promote you or influence your promotion. Treat them as a go-to person to bounce ideas off of and seek advice from, but do so in a way that is strategically designed. In some cases, they can be a true confidant, but mostly it is important to demonstrate to them that you are interested in learning and growing, and that your success is their success. This will make them feel as though a promotion for you is validation of their own ability to mentor you.

Resist the efforts of competitive strategists to become a confidant to you. Their reasons may not be benevolent and the information you give them could either be used against you, or used for their own benefit before you can make use of it.

12

DON'T FREELY REVEAL YOUR OPINIONS AND PREFERENCES. ONLY REVEAL THOSE THAT EARN YOU THE REPUTATION YOU DESIRE

Align the information you give somebody about yourself, to what you know about them and their ideals.

Once you've understood the things that a person perceives as admirable, reveal opinions and preferences that align either with what the person admires, or with their ideal self, and which cannot be used against you. These will allow you to build rapport and influence while avoiding judgement, resentment or risk of manipulation.

In an organization, it's also important to understand the values that the company holds. They may be in writing, but they may not. Learn the ideals of leadership as they pertain to the business and to what they value in people. With this information, you can begin to consistently act in accordance with these views. Align your behavior and your words to the ideals of people you wish to impress, and you will become a much stronger candidate for upward movement.

Be careful when doing this, not to focus only on superiors. Apply this thinking to all people that you interact with in professional settings. Everybody is watching, and to be seen as somebody who is only interested in impressing superiors will create resentment and distrust from others. Don't undermine your own efforts by ignoring the need to earn a strong reputation with peers and subordinates as well.

Enhance your application of this law by combining it with the lessons discussed in law 5.

13

BUILD RAPPORT WITH MANIPULATORS AND STRATEGISTS, BUT GUARD AGAINST THEIR ANALYSES

There are people equally cunning and studious as you. Keep friendship with them, but at arm's length and do not disclose compromising information to them.

Just as you are reading this because you are a strategist and you wish to manipulate people and situations in your own favor, there are ambitious people in your life who are interested in the same. Some may even be very adept in doing so. Keep a watchful eye for these people. Though they likely have your respect, their self-interest is more precisely and dangerously acted upon than the average person, potentially your expense.

Build positive relationships with these people. Let them feel that they are the superior strategist. Do not boast about your own capabilities in this area. It is ok to be seen as intelligent and respectable, but keep your cards close and avoid disclosing any information about your intentions, alliances, opinions or enemies with these people.

Allow other strategists to see you as a soundboard where they can tell all of their secrets and intentions to, or guide discussion to meaningless topics such as shared interests in sports, upcoming events, etc. Any information given to a strategist or a manipulator will certainly be used against you if it can ever serve to advance their own agenda.

14

LEND EMOTIONAL SUPPORT TO OTHERS, BUT DO NOT REQUEST IT FOR YOURSELF

Draw emotional support from those in your personal life, not your professional life, but encourage others to allow you to emotionally support them.

Emotions should be used to express sympathy, offer support, and show passion or ambition toward a vision. These emotional postures work to gain respect and admiration, as well as to gain the emotional dependence of others.

Showing emotion as a call for attention and support shows a lack of confidence and self-management. While this may sound cold, remember that the laws in this manual are designed to guide conduct in professional environments, specifically to obtain higher standing. A select few insiders can privately help you through hard times, but the masses should only see admirable types of weakness, and in small doses. While people understand that you can suffer, they have more respect for a person who suffers with strength than with weakness of character. Outbursts and frequency of calls for support cause harm to your professional reputation and are to be avoided.

Seeking sympathy from superiors often breeds insecurity about your ability to bear important responsibilities. This will become a concern for those with the power to influence your standing and will become a barrier to your upward progress. Showcase your stability through hard situations to ensure you remain a candidate for higher roles and responsibilities. Better yet, also be the stability for others when they need it but never seek reciprocal emotional support in return.

15

CREATE OPPORTUNITIES FOR OTHERS TO INVEST IN YOU, TO STRENGTHEN THEIR ALLEGIANCE

Accept offers from others to do favors for you. This will make them more loyal.

When a person does a favor for you, they feel closer to you as a result. The shared experience combined with the person's pride and hope for recognition and reciprocation ties them closer to you. Favors should not be requested too frequently, but should rather be used as a tool when you wish to recruit a somewhat new person closer to your inner circle or reconfirm loyalties.

Used improperly, you can risk seeming lazy or needy. Used correctly, application of this law is a potent tool for drawing people closer to you. Creating opportunities for others to do favors does not mean explicitly asking for favors. Instead, give information that leads others to offer the favors to you, and then accept their offers. For example, if you tell a colleague that you are thinking of going to pick up a coffee, but you're not sure you'll have the time due to some work you're in the middle of, they may offer to get the coffee for you. The same logic can be applied to a variety of other situations. Be careful not to use this frequently, and to change the setup format to avoid being too obvious.

16

PROTECT OTHER PEOPLE'S HOPES THAT YOU REGARD THEM HIGHLY

Ensure that others continually want to live up to your high opinions of them. Never damage this by offering evidence that you do not think highly of them.

Much of what we do and how we act is a reflection of how we hope to be perceived. If a person loses hope that you'll be able to see them in an idealized way, they stop trying to impress you or live up to your high view of them, and the relationship risks losing its foundation and falling apart.

When greeting people, let your happiness to see the person be on display. Make people feel that you are happy to see them and interact with them. Do this not like an excited dog too its owner, but more similar to a friend who you haven't seen in some time.

In a situation where a person's own smallness is on display, do not join them at their low level by arguing and entering a tit-for-tat competition. Focus not on winning an argument, but on effectively creating a scenario in which the person acting in a petty manner can reflect on their actions and does not know anything about your opinion of the situation. Your actions should tell them and any witnesses that you have listened, remained calm and non-judgmental. Responses should be mild-toned and slowly and deliberately spoken. Questions are more effective here than responses as they maintain the curtain between the emotional person and your inner thoughts. All parties should view you as having given respect and held yourself to the higher moral account than the person who had sought to unnerve you. Leave them not in frustration and contempt, but feeling heard though not affirmed.

This law is true of all relationships, professional and personal. Between colleagues, peers, spouses, parents and their children, etc. Apply this law consistently and witness your relationships improve. Apply this law in combination with law 3.

17

CLOSER ISN'T ALWAYS BETTER. KNOW YOUR IDEAL LEVEL OF CLOSENESS FOR EACH PERSON

Understand the closeness that maximizes rapport, admiration and chemistry with each person and make an effort to keep your relationship there.

For each person, it is important to understand the ideal level of closeness, both in terms of emotional connection and trust, as well as frequency of interaction. Find the level of closeness that produces the best rapport, the most admiration, the best chemistry, and the least judgement and contempt. Don't be so close that a person can take you for granted. Look for signs of positivity or negativity in a relationship and adjust your closeness to help correct or maintain it.

It is wiser to grow incrementally closer to a person and to stop that pattern when you feel you've reached the desired level of closeness, as defined by the criteria above. It is much more difficult to become closer than desired and try to create distance. Often, the other party will notice your efforts in becoming more distant, and will be off-put by it.

Remember to always remain somewhat enigmatic. Most people see the most flaws in the people they are closest to. In professional environments, show genuine joy for the company of others and earn a feeling of "insider" closeness, without ever truly giving people enough information about you to build judgement and dissatisfaction with you.

18

HOW AN INTERACTION WITH A PERSON ENDS RESONATES WITH THEM. END INTERACTIONS ON YOUR TERMS

Leave people feeling positive about you by strategically ending encounters on favorable notes.

Don't let every interaction devolve into neutrality before it ends. Strategically end conversations early when they are going very well and the feeling is positive. Leaving people with a positive feeling will pay dividends in your absence. Leaving them with negative feelings will do damage beyond your interaction. When speaking in a small group, look for moments when people seem to be responding particularly well to you and find an excuse to walk away early, even if only for a few minutes. This will give others the chance to speak highly of you amongst the group, reinforcing the speaker's feelings and signaling to the others that they are loyal to you and your positive reputation should not be challenged.

This is not to say end all conversations at the first sign of a favorable tone. Meaningful discourse should involve expression of genuine interest in the person's thoughts and feelings. Ask open-ended questions and give time for the respondent to enjoy moments swimming in their own beliefs and articulating the things they are proud of. Give conversations time to achieve their purpose. Once all parties are content with the progress, this is the time to look for a way to brighten the tone, give a compliment, introduce some levity and then end the conversation naturally on a high note.

19

TO BE SEEN AS REMARKABLE, NEVER SEEM TOO IDLE

Being too transparent or too idle about how you spend your personal time makes you appear plain and unremarkable. Allow your personal idle time to go unspoken.

Being idle, even in personal time, makes a person seem common and unremarkable. Don't let people know how much time you spend idle and on menial things. Speak only about the time you spend busy doing interesting things, and avoid alluding to quantity. By remaining vague about timelines, people do not have the ability to view you plainly, the way they know their own life is. This helps create an aura of superiority and wonder about you in people's eyes. People want to feel as though they're a bright point in your life, but are turned off by the idea that you are desperate for their interaction and have little else of note going on. It's a natural hierarchy-building mechanism of common people. Don't be caught making this easily avoidable mistake.

In order to correct a relationship where you already seem too idle, dependent or available to a person, create distance. Do not treat the other person with any less enthusiasm and do not be passive aggressive or indifferent. Instead, ensure that your interactions with them are very positive and concise, and allow for longer durations of time to pass between interactions, until the problem has corrected itself. You will notice the other person initiating conversation and other interactions with you more, as the power shifts back into balance. You now have the opportunity to try again, avoiding your prior mistake.

20

DON'T REJECT PRAISE. ACCEPT IT WITH CONFIDENCE, HUMILITY AND APPRECIATION

Show people that you're deserving of their praise and respect by accepting praise properly. Secretly train people to praise you more often.

When a person offers you praise, suppress the urge to downplay how deserving you are for it. Instead, accept the praise with humility by saying a simple "thank you" and if necessary, very briefly noting others who helped you to earn it. If you note others, make sure they become aware that you sang their praises.

Accepting praise will also show others that you know your own value, and that you deserve their reverence and respect. Lastly, showing appreciation to the person doing the praising reaffirms to them that they are correct in doing so, and offers positive reinforcement to encourage them to offer praise again in the future.

21

MAKE OTHERS LOOK LIKE STARS IN FRONT OF THEIR FAMILIES

By describing a person's high value in the workplace in front of their family, you help them affirm their status within their loved ones. This is a sure way to earn immense gratitude.

On the occasion where a person brings their family into a new setting such as their workplace or a corporate event, be sure to sing their praises and be explicit about their value and virtue in front of their family. If they are your superior, speak to the ways the person has been an example to you and a strong leader, but do so without being distasteful. The person receiving the praise in front of their family will appreciate this deeply, as it affects their standing at home. This will earn you a great deal of respect and appreciation from that person.

Take opportunities to give people tokens of appreciation which they can take home to share with their families. If letters, praise the person for qualities that their family members can be proud of. If tokens or gifts, accompany them with written words to express the person's virtues that earned it.

22

GIVE PEOPLE A FEW SIMPLE TRAITS TO CLING TO, TO ANCHOR YOUR REPUTATION AND MEMORABILITY

Hand-feeding people a few simple traits that they can consistently expect from you allows them to create a simple, likeable and relatable picture of you until they know you better.

Be complex in your thinking and enigmatic in your presentation, but offer a people a few defining and harmless characteristics that they can use to build a foundation of who they believe you are, and what they think of you. Whether it's a love of a certain food, a certain signature attire, a phrase, or something else, use some traits frequently and consistently. Be sure to emphasize things that are truly part of your character, and don't use too many. The keys are simplicity, likeability, and uniqueness. These traits help govern the basis of your character to outside parties and are especially important with people who you will always only have a casual or distant relationship with.

Do not make the first simple traits you present be self-deprecating. Humility is good, but self-deprecation is akin to waving a white flag and surrendering your position as deserving of respect or reverence. Your treatment following such a blunder becomes reliant on the other person's charitable nature and is difficult to reverse. Humility is preferred and traits that do not compete with or conflict with the other person's own sense of value or uniqueness are best. If a person thinks highly of themselves as a chef, do not position your key traits in this area. Better to be known by the chef for loving a certain food which then can honor you with later by use of their skills, than to compete for title of better chef.

23

USE HUMOUR AND PROFANITY SELECTIVELY TO BE RELATABLE AND CUT SEDATE ATMOSPHERES

Carefully-placed humor and profanity shows others that you're like them, and that you don't think you're perfect. This can help avoid resentment and build bonds.

Humor is essential and should be used as a tool to convey your intellect and charisma. Professional humor should never rely on vulgarity, sexuality or prejudice. Self-deprecation can be used with caution, avoiding any topics or themes that are contrast to the reputation you wish to have

Mild profanity can be used in meetings, group talks, or one-on-one asides. It should not be used in anger or frustration, but rather in a positive and jovial or motivating manner only. In a meeting or group, profanity can break the tension and rally people around a plan of action, as well as demonstrate confidence as a leader. It also serves to show subordinates that you are like them, and reminds peers and superiors that we are all human and being sterile isn't always the best approach. In a one-on-one aside, profanity can express closeness or enthusiasm for a common goal. Profanity can be a galvanizing and motivating tool, and even earn you a great deal of respect, when used in a clearly positive manner.

Profanity should be limited to mild and non-degrading language. Avoid words that strike at gender, politics, age, ethnicity, income, intelligence, etc. Let situations, not people, be the targets of your profane humor.

This technique need not be introduced into every interaction. It is best to have more interactions without use of this so that when used, it is impactful but never becomes a trait people assign to you. Don't earn a reputation as a vulgar, profane or crass person. This technique relies on being the opposite of these things, so that the profane comment seems novel coming from you and the audience feels that your use of such language reflects your non-pretentiousness and your trust/comfort with them.

24

BE GENUINE AND DON'T COMPROMISE YOUR VALUES

Using social navigation strategies does not mean abandoning who you are. Bolster your true self with these techniques to be the best you in professional environments.

Pursuing personal gain through social navigation does not mean having to abandon who you are. Present the desired version of your true self at any given time, in order to create advantageous relationships. Stay grounded in your authentic self. If others perceive you as fake, they will naturally distrust you, and this is extremely difficult to overcome. If people see a pattern of disingenuous behavior from you, you risk permanently losing your reputation in your current networks. Be you, but be the best parts of you, and the right parts at the right time.

Understanding your genuine self is clearer with a knowledge of your own “satisfaction criteria”; the set of things that are at the center of your satisfaction in your life. These criteria will guide the direction that you choose to navigate. Let your satisfaction criteria, your personal values, and your core ingredients be your compass. After all, it's not worth becoming adept in social navigation if you don't have an idea of where you intend to navigate to.

A sepia-toned photograph of the Florence Cathedral (Duomo) with the title text overlaid. The image shows the massive brick dome and the intricate facade of the cathedral, with a cross on top of the dome. The text is centered in a bold, white, sans-serif font.

SUCCEED WITHOUT SELLING YOUR SOUL

Angelo D'Amico