



Including the **Emotional Magnets Quiz!**

Emotional **MAGNETISM**

How to Communicate
to Ignite Connection in
Your Relationships

SANDY GERBER

Praise for *Emotional Magnetism*

“Sandy Gerber has written a powerful book that is simple to understand and effective at boosting self-awareness and empathy in our relationships. *Emotional Magnetism* applies to all relationships in our lives. The more we understand the four Emotional Magnets, the more we are able to use effective language that will help everyone feel heard and understood.

ALYSON JONES, family therapist and CTV News guest speaker

“Sandy Gerber’s *Emotional Magnetism* is unique, insightful, and highly relatable. She is approachable and forthright as she shares her personal experiences to help demonstrate the power of the four Emotional Magnets. I was able to immediately connect to the author, identify my Emotional Magnets, and achieve communication success by applying this knowledge.”

MEGHAN SIMINGTON, marketing director, DIMEX Group

“*Emotional Magnetism* will benefit anyone who reads it. I always felt that I was missing a piece of the puzzle: I was frustrated that I couldn’t get what I learned from personal development courses and books to ‘work properly.’ But after reading this book, I now know why I make the choices I do and how to communicate to connect better in my relationships.”

KASSARA HARDER, senior graphic designer, Kassara Harder Design

“This motivating and practical self-help guide is the key to unlocking better communication and connection in your relationships. By identifying your Emotional Magnets, you’ll be able to communicate better to be heard, accepted, and understood at home and work.”

PETER LEGGE, CEO of Canada Wide Media and author of
The Power of a Dream

“Revealing and inspiring as it navigates the jagged edges of human relationships, *Emotional Magnetism* is timely. Within these pages are stories and skills that are essential in a pandemic world of self-isolation and relationship strife. Sandy Gerber becomes an authority at each page turn by teaching a framework for magnetizing interpersonal relations. I recommend this book for everyone seeking personal and professional growth.”

TOM DUTTA, CEO of KREATE; TEDx speaker; bestselling author of
The Way of the Quiet Warrior

“Some books can change your life and *Emotional Magnetism* by Sandy Gerber is one of them. This insightful and indispensable guide can ‘S.A.V.E.’ you from frustration and failure in your relationships. Gerber’s work describes how to transform our lives for the better by identifying our own Emotional Magnet, inspiring us to listen and act effectively and to communicate with purpose. Everyone can benefit from reading this book.”

CATHY KUZEL, CEO of The Connected Woman

“Emotional Magnetism focuses on helping you to build effective modes of communication that blasts through habitual behaviours and directs your focus on a path of self-discovery, empathy, and mutual understanding. A well-thought-out book filled with valuable ways to grow your emotional IQ!”

JULIANA LOH, creative producer and freelance XR artist/designer

“Sandy Gerber has taken her professional and personal experience and combined it with research and creativity to provide an accessible model and pathway to more effective communication—in all areas of our lives. She presents theory but also shares stories, some of them quite personal and vulnerable, to connect the reader to the learning at a deep level. After taking her quiz, I saw myself more clearly and was inspired to share both my results and the quiz with people I both work and play with. I encourage you to read the book, take the quiz, and share your deeper understanding of yourself with others and inspire them to connect with their Emotional Magnets.”

LAURA MACK, CEO of Authentic Leadership Global

“An engaging and thoughtful four-point plan to help clarify the goals of communication. A guide offers a blueprint for improving communication in all areas of work and life. Readers who feel their own communication skills are lacking will find a great deal of counsel in these pages.”

KIRKUS REVIEWS

**EMOTIONAL
MAGNETISM**

Emotional MAGNETISM

How to Communicate
to Ignite Connection in
Your Relationships

SANDY GERBER

••
PAGE TWO

Copyright © 2022 by Sandy Gerber

All rights reserved. No part of this book may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, without the prior written consent of the publisher, except in the case of brief quotations, embodied in reviews and articles.

Emotional Magnets™ is a trademark of
NEXT IMPACT Press and Sandy Gerber.

This book is not intended as a substitute for the advice of a certified counsellor or therapist or registered psychologist. Please seek the help of a professional in matters of mental health.

Cataloguing in publication information is
available from Library and Archives Canada.

ISBN 978-1-77458-199-5 (print)

ISBN 978-1-77458-200-8 (ebook)

Page Two
pagetwo.com

Story edited by Maria Montgomery
Edited by Sarah Brohman
Copyedited by Indu Singh
Cover design by Taysia Louie
Interior design by Cameron McKague
Indexed by Donald Howes

sandygerber.com

Thank you, Mom and Dad. Your enduring love and deep respect for each other are what I constantly strive to emulate in my own relationship. You always supported my creativity and drive, and I miss you every single day.

Contents

.....

Introduction *I*

PART ONE What Is Emotional Magnetism? 9

**1 The Magic of Magnetic
Communication 11**

**2 How Emotional Magnetism
Is Repelled 31**

PART TWO The Emotional Magnets 51

3 Safety 53

4 Achievement 67

5 Value 83

6 Experience 95

PART THREE Finding Your Emotional Magnet 107

**7 The Emotional Magnets
Assessment Quiz 109**

**8 Identifying Your Main
Emotional Magnet 125**

**9 Cues and Clues to the
Emotional Magnets 137**

**10 Four Steps to Activating Your
Emotional Magnetism 153**

Acknowledgements *171*

Recommended Resources *179*

Notes *185*

Index *187*

Introduction

.....

HAVE you ever felt unheard or misunderstood? Maybe your partner just doesn't seem to get why some things are important to you. Or perhaps your boss is seemingly oblivious to half the things you've pointed out in the past week.

You're not alone.

The number one reason for failed marriages? Poor communication. And what's one of the top reasons for a happy workplace and better productivity? Great communication.

Communication is at the root of who we are. It's the glue that holds any relationship together. Yet, most of us are either just getting by or are, frankly, terrible at it. Take me, for example...

Ten years ago, I was living a double life. By day, I was an award-winning marketing expert, advising my clients on how to communicate effectively to motivate consumers into action. NEXT, my marketing agency, was a huge success. What had started out in a corner of my bedroom had turned into one of the fastest-growing companies in British

Columbia. I was working with some of Canada's most beloved brands, being regularly invited to speak at conferences and conventions, mentoring young female entrepreneurs, and absolutely rocking it from nine to five.

But by night, I was a last-place loser in the co-parenting competition with my ex-husband. It truly was a competition instead of a collaboration. And the communication between us? An epic failure. We couldn't exchange two words without ending up in a fight. I was so unsuccessful at motivating him to listen to my point of view that some days I wanted to cry (and often did). Although my words could inspire my clients, prospects, and consumers, I couldn't motivate my ex to pick my son up from soccer. No matter what I said to try to get him to understand, he didn't seem to hear me. And, not surprisingly, that made me angry.

I felt like a fraud. How was I so successful at work while being such an utter failure at home? Sadly, this was not the first time that bad communication had ruined a marriage for me. My co-parent was my second husband. My first marriage ended when I was still writing wedding thank-you cards and my husband confessed that marriage wasn't really his "deal."

I knew I needed to come to peace with the father of my children. It was the only way to save my sanity and give my kids the nurturing environment I knew they needed. I couldn't bring another man into the picture until I had achieved that. Besides, even though I had the title "communications expert" on my business cards, my kids were watching me fling nasty retorts at their father as often as it rains in Vancouver (and for those who don't know Canada's West Coast, it rains a lot!). I was waiting for them to call me out on the incongruity, or worse, mirror my inappropriate behaviour.

One late evening, long after putting my toddlers to bed, I was struggling through the time-consuming task of enrolling

them in extracurricular activities that aligned with my work schedule. Just as I was finishing up, the ping of my computer alerted me to an email from my ex-husband and co-parent. He was threatening not to pay any of the children's expenses unless I returned to our marriage. And, in that instant, my priority shifted to growing my business to ensure a steady income so I could weather the ups and downs of being an entrepreneur.

Fuelled by a sense of urgency, I conducted hours of online sleuthing, certain that there had to be a sales technique I could use to grow my business revenue quickly. Eventually, I landed on an old paperback from the sixties, Roy Garn's *The Magic Power of Emotional Appeal*.

Finding Garn's book was the culmination of years of my searching for every personal-development, marketing, and communication book I could get my hands on in an attempt to grow my business knowledge and to deal with life. I set goals to think and grow rich. Every day, I practised the seven habits of highly effective people. I changed my limiting beliefs to heal my life. I set out to win friends and influence people. I danced with the subtle art of not giving a f*ck. I made the four agreements. I tried calling myself a "badass," and I embraced all of my superpowers—the power of intention, the power of attraction, the power of connection, and the power of now. I mean, I did it all. And I still couldn't figure out the secret (sorry, Ms. Byrne). That's to say, I couldn't until I stumbled upon Garn's book.

After reading the book in one sitting, I had that eureka moment people often speak about: I realized *why* I had made the choices I did in my personal relationships, in my career, and even in my parenting. The book left me stunned. I immediately understood what my emotional appeals were, and I embraced them. And I know it sounds a little woo-woo, but I

felt a huge release when I thought back to the decisions I had made in my relationships. Surprisingly, I felt vindicated. All my life's magical moments and bitter disappointments now made sense.

A few days later, I was compelled to share this experience with my employee, Saralyn. She was used to me excitedly entering the office on Monday mornings, bursting to share my working-weekend creations. I stumbled repeatedly as I enthusiastically summarized the key nuggets of the book for her. Crazy enough, she was able to pick out her own emotional appeals. I'll never forget the look on her face—a mashup of clarity, gratitude, and empathy. In that moment, I silently vowed to make Garn's material more accessible and simpler so that people could more easily assess their own appeals, share them, and connect with the people they love. It was clear to me that Garn's appeals worked like magnets in human relationships. We attract or repel people based on whether we understand their needs and, most importantly, if we are able to express that understanding in our communication with them.

Although Garn's book was the kick-starter for my understanding, the book was more about persuading people with words that appealed to their needs but did not address how to *create* close human relationships based on understanding people's needs. And that's when my brain caught fire. Once I realized that people's emotional needs were driving their decisions, things became quite clear. For a marketer, this was gold.

I now understood what made people happy or unhappy in their relationships. And not just unhappy in romantic relationships but also in work relationships, family relationships, and friendships. I immediately began to develop the idea of the four Emotional Magnets that I will share with you in this book to help you improve your communication.

Recognizing that people have emotional needs that must be met to create successful communication was helpful, but applying this knowledge to my clients and their businesses was what made me a true believer. Amazingly, I began to experience significant improvements in my business. However, sadly, my personal life remained much the same—my ex and I were still fighting, and I was still suffering from the uncertainty of co-parenting—but that was all about to change.

You might be familiar with the overwhelming predicament of not being able to communicate productively in your personal life. But when you apply the principles outlined in this book, you will be able to increase personal intimacy and strengthen the bonds of your relationships. You will feel heard, accepted, and understood. You'll also be able to minimize conflict, not by sidestepping issues but by facing them in such a way that they can be resolved. You will be able to identify why people make the choices they do. Furthermore, you'll find out what motivates you and others. This new understanding won't just help you communicate better, it will also help you make better choices for yourself and those around you.

That's not to say that people don't have to take responsibility for their actions. We're all responsible for what we do. It just becomes a lot easier to understand our actions when we know what our Emotional Magnets are. Once we become aware of what motivates us, we can learn to tame our impulses. And when we understand what motivates other people, our empathy for them and our interactions with them improve.

I've written this book as a simple and practical guide for heightening your self-awareness around emotional needs—your own and others'—and improving your ability to communicate in a way that positively engages and influences others in a win-win way. But I do want to be clear that

I am not a psychologist; I am a communications expert. I'm not here to tell you what experiences cause what emotional needs to be triggered, beyond what is obvious, such as people's need for safety during a pandemic. However, I hope that knowing people's motivators and speed bumps, which I will explain in detail in Part Two, will help you feel more empathy and boost your compassion, two key attributes of effective communication.

My hope is that this book will teach you to become an Emotional Magnet by changing how you communicate. When you speak to people's emotional needs, not only will you be heard and understood, you'll also be able to understand what people truly want—and how to deliver it.

In Part One, I'll explain how the Emotional Magnets work to attract or repel people's interest and what communication barriers block Emotionally Magnetic communication. Get ready to be blown away when you see how many of us use lots of communication blockers without even knowing it!

Part Two of the book is the really juicy part. As I take you through the Emotional Magnets in detail, I am betting that names of friends, family, and colleagues will burst into your head like popcorn as you read it.

Finally, Part Three of the book is focused on boosting your Emotional Magnetism. You'll have the opportunity to test yourself with the Emotional Magnets quiz and learn the four easy steps to becoming an Emotional Magnet in your relationships. Also, as a bonus feature, I've listed further recommended reading, along with additional resources, on my website, SandyGerber.com.

Today, I accept people for what they emotionally need, and, because of that, I love them more. If I had to put a name on that shift in my thinking (I name everything! I'm a marketer), I'd say I'm creating a love train. My philosophy:

the more of us there are who want to learn, communicate, and share our Emotional Magnets, the more connections we create, the more relationships we nurture and potentially save, and the more love we create in this world.

So, are you ready for some Emotional Magnetism?

Part One

**WHAT IS
EMOTIONAL
MAGNETISM?**

The Magic of Magnetic Communication

.....

WAS in a client-marketing strategy session with eight people from a global rum company; we were sitting around an antique-wagon-wheel boardroom table. Suddenly, my phone started buzzing.

As usual, I had flipped my phone to silent mode before the meeting to minimize any distractions, but regrettably I had forgotten to disable the vibration mode. The constant buzzing sound emitting from my purse irritated the CEO and others.

I apologized for the interruption and raced to my purse to turn off my phone. Not surprisingly, all that noise and annoyance were coming from my ex-husband. He had a knack for knocking me off my game when I felt my best. I disabled the vibration mode and threw the phone back in my purse. Unsettled by his intrusion, I suggested a session break and slipped into my office, shutting the door to avoid anyone seeing me cry.

“Don’t let him get to you. Don’t you dare cry,” I pleaded with myself. “Just go back in there, focus on understanding what their customers need, and work your magic to create an amazing strategy for them.” Wayne Dyer’s words echoed in my mind, “When you change the way you look at things, the things you look at change.”

I took a few deep breaths and then rejoined the group in our boardroom. I decided to shift our focus in the session to the customer-needs exercise. This is an exercise I use to help clients make their message Magnetic by using language that appeals to their target customers. I was at the whiteboard, and we were getting close to pinpointing their customers’ needs when *boom!*—my inner voice said, “Use this strategy with your ex!”

Thoughts immediately started flashing through my mind like lightning bolts. What if instead of a person I were a product, say, a bottle of rum? No, seriously. As a bottle of rum, what would be my marketing strategy? Or, more specifically, what words would I use to appeal to my ex’s emotional needs and motivate him to listen or act? Basically, what would I say to get him to buy into the bottle of rum (me), which loosely translates to “What would it take for him to fork out the time to create a parenting plan, stick to it, and act nicely while at it?” Our relationship had gone sour, and there was no way I could make him like me again. However, I could make him buy into the idea of getting on well enough to make co-parenting work, if I could appeal to his emotional needs. This was an interesting new idea. Heck, I’d tried everything else already and these communication concepts had skyrocketed my business, so why not my personal life?

. . .

Emotional Magnetism begins and ends with communication. That's because conflict often stems from poor communication. You may likely end up in a conflict if you feel misunderstood. Even if a conflict doesn't stem from poor communication, it needs to be resolved *through* communication. If the communication is poor between partners in a relationship, whether it's a personal or business relationship, the level of conflict will continue to escalate if things don't get resolved.

The following statistics come from a poll of mental health professionals who were asked the reasons couples most often cite for divorce. Surprisingly, 65 percent of people filing for divorce name communication problems as the main cause for their marriages falling apart. That's over half of all marriages ending because of failed communication! At 43 percent, the second most common factor that leads to divorce is couples' inability to resolve conflict.

For me, this poll highlights the communication crisis many couples seem to be facing. Poor communication can create a sense of dissatisfaction, confusion, restlessness, and even fear between partners. Partners may fear what might happen when they try to express themselves if their counterparts are prone to misunderstanding, stonewalling, or lashing out.

But poor communication doesn't just affect our personal lives. It can seriously cramp our work life, too. According to the *Harvard Business Review*, the number one criterion for advancement and promotion for professionals is the ability to communicate effectively. And as it turns out, businesses with effective communication practices are 50 percent more likely to report employee-turnover levels below the industry average.

High engagement at work is also linked to higher profits. According to research done in 2019 by Gallup, only about

35 percent of workers in the US were highly engaged (and that number was at an all-time high since 2000!). Gallup also found that in companies where employees were highly engaged, sales increased by 20 percent and profit by 21 percent.

While it may be true that there isn't an entirely direct correlation here—there is more to engagement than communication—communication was listed by Gallup as one of the four contributing factors to high engagement. It makes sense that without communication it's impossible to engage anyone in anything.

In personal relationships, communication is the bridge that helps people engage one another in understanding. In the workspace, communication is the bridge management uses to engage employees in the company's vision and culture, as well as day-to-day work tasks.

It must be stressed that communicating a lot is not the same thing as communicating effectively and engagingly. According to a 2019 email statistics report by the Radicati Group, 205.6 billion emails were sent daily that year. Add to that voice notes, texts, phone calls, video calls, and social media, and that's a lot of communication going on.

Although all of these means of communication have enabled us to communicate *more*, they haven't necessarily made us communicate *better*. In fact, with so much communication, there are plenty of opportunities for things to go wrong. One off-the-cuff comment about someone's cat video on Facebook and bam!—the relationship could go down the drain. I'm joking... sort of. My point is that these days communication is almost constant, depending on how much we text and use social media. But we can speak with someone every day and still communicate badly.

How many conversations do you have where you feel heard and understood, and know that the person you are

speaking with feels the same? When I look around me, I see pep talks that leave people unmotivated, simple comments that turn into arguments, and conversations where one person isn't interested in listening or seems to misunderstand every other word. Communicating doesn't necessarily mean we are understood or understand others. Nor does it mean we engage people in what we are saying. Scanning newspaper headlines, overhearing conversations in the grocery store, and even listening to the radio make it clear: millions of people feel misunderstood, frustrated, angry.

To engage someone, you need to communicate with them in such a way that they become enthusiastic about what you are saying. Just reading the company vision out loud to employees isn't necessarily going to engage them. Planning a date night with your partner without considering who they are and what they emotionally need may result in a less than romantic evening. Trust me on that!

In his book *Everyone Communicates, Few Connect*, John C. Maxwell, one of my favourite communicators, shares a valuable insight: "If you want to connect with others, you have to get over yourself. You must change the focus from inward to outward, off yourself and onto others. When we learn to turn our focus from ourselves to others, the whole world opens up to us." Basically, what Maxwell is saying is that you need to know what the person you want to engage with needs. And you also need to be able to communicate what *you* need, too.

Want vs. Need

Emotional Magnetism is all about understanding what people need. However, there's often a difference between what a person says they want and their emotional needs. I would guess that 99 percent of the time, customers will end up buying the products and services they believe will fulfill their emotional needs, even if the products differ from what they thought they wanted to buy.

Let's say you're shopping for a new car. You are likely to select a car based on emotional appeal rather than practical need. And a clever salesperson will know how to take advantage of this fact when presenting a car to you. But emotional needs differ from person to person.

For some, getting the best price for the car is the most important thing. For others, it's the safety rating. For me, it's the test drive that matters the most: how it *feels* to drive the car. You may want a fuel-efficient car that costs as little as possible, but if you need to feel safe in a car, you will probably buy the car that has the highest safety rating that you can afford—or think you can afford. You may even talk yourself into thinking you can afford the car with the best safety rating.

Now, if you take a moment to pay attention to your emotional need for safety, as well as considering what you want rationally, you will pick a car that's fuel efficient, fits your budget, and has a high-security rating. That's what you truly need—emotionally and practically. But if you aren't aware of your true needs, chances are your emotional needs will unconsciously rule your decision. Credit card debts and everything else will be left by the roadside! But ignoring emotional needs also comes with a price tag. You'll end up unhappy with the car you bought even if it's cheap and fuel efficient because it doesn't make you feel safe.

After reading Roy Garn's book *The Magic Power of Emotional Appeal*, I became acutely aware of how emotional needs are the undercurrents of our lives. But I also sensed there was more to it than that, and I never stopped thinking about how people are driven by a combination of four specific emotional needs.

S.A.V.E. Your Relationship

Communication is at the root of many things we do and is the main reason why relationships fail. So, if you want to improve your relationships, you must understand that people's emotional needs fall into four categories.

I call these categories the four Emotional Magnets because when you communicate with someone, you're appealing to the emotional needs that they're most magnetized by. That's what's going to engage them and make you Emotionally Magnetic!

I've created the acronym SAVE so you can remember these four Emotional Magnets easily:

- **S**afety
- **A**chievement
- **V**alue
- **E**xperience

The specifics of each of these Emotional Magnets will be dealt with in Part Two of the book. First, I will discuss how these Emotional Magnets direct our choices in life. In a sense, they drive us forward because our actions are generally in alignment with them. We are always trying to satisfy our emotional needs. You might be attracted to all of the magnets, and certainly our needs can shift over a lifetime, but generally it's one Emotional Magnet that tends to dictate your overarching decisions in life.

The thing with emotional needs is that they dictate what we pay attention to (including whom we listen to), what choices we make, and what, ultimately, leads us to act on something. That means that if you speak to someone's Emotional Magnet or create experiences that are related to it, you become a magnet. Why? Because you appeal to their emotional needs. You can motivate just about anyone to act if you appeal to their emotional needs. Within a relationship, that means you can present thoughts and ideas so they appeal to your partner's emotional needs. It also means that the two of you can structure your lives together in a way where each individual's needs are met.

As you get to know the four Emotional Magnets, you will likely find yourself looking back at relationships with friends, family, and partners, realizing why there was conflict. Your father wanted you to go to law school and have a "stable" career (Safety), while you wanted to go surfing in the four corners of the world (Experience). Your boyfriend wanted to run five marathons in a year (Achievement), while you tried to ensure that the bank account was flush (Value). Suddenly, it becomes clear why someone did what they did or why they didn't listen when you presented your "epic idea" for a date night, trip, or new parenting schedule.

As you discover people's Emotional Magnets, you'll find a whole new level of empathy for their choices in life, as well as their current desires. Instead of fighting with them, you'll find a way to satisfy their needs while also attending to your own. Likewise, you will realize whom you need to surround yourself with in certain situations. Say you're opening a new business, if both you and your business partner are driven by Experience, getting someone on board, whether as a team member or mentor/consultant, who's driven by Safety and Value is a good idea.

Even if you choose not to consult with someone else, you can learn to appreciate that to be successful in certain areas, you will need to consider other things than those which drive you. For example, creating a business that offers clients a wonderful experience will ensure a great product. Still, to be able to survive as a business, you also need to get the price point right (Value) and create a great organizational structure (Safety) and pitch the product successfully to hit your sales goals (Achievement).

If someone is organizing your wedding, should it be your friend with the big bright ideas (Experience), the one who always gets the best deal (Value), the one who will find out about the latest wedding trends and stop at nothing to ensure you hit your wedding goals (Achievement), or the one who will organize details to make sure your day goes smoothly (Safety)? Or maybe a combination of all of the above? Once you know what drives you and other people—what they are attracted to—you can avoid many pitfalls.

But bear in mind that no one is 100 percent driven by one Emotional Magnet, meaning that even if Safety is your main Emotional Magnet, not all of its attributes will apply to you. Someone might be driven 65 percent by Safety, 25 percent by Achievement, and 10 percent by a mixture of the other Emotional Magnets.

Let's look at the Emotional Magnets as a four-lane highway. Each lane has a different Emotional Magnet, and each person is driving in one of these four lanes. Some people swerve between the different lanes, but most people tend to stick to one lane predominantly. You can tell which lane you are driving in—S, A, V, or E—and the lanes the people in your life are driving in by the type of car you would buy if you had your choice.

If you are emotionally inclined to feel safe—you want to provide security and stability for yourself and those around you—you'll buy the car with the highest safety rating you can afford. But maybe safety isn't the biggest concern for you. Maybe you need to achieve goals and be recognized for your efforts. Then the car that's aced tests and won awards, or reflects the success you've achieved in life, will be the one you choose.

Or perhaps what is important to you is the value you get out of your time and money. In that case, you'll buy the car that brings you the most value for money—be that the cheapest car or the one that brings the highest quality for the money you're willing to invest. Finally, maybe what matters the most to you is having a fantastic driving experience. In that case, you'll choose the car that you felt gave you the most enjoyable test drive or has new features.

Now, when you are selling or marketing something, you need to construct the message—the sales pitch—so that it speaks to the main (or the two main) Emotional Magnets of the target demographic. Sometimes a message addresses a group instead of a person. In that case, you need to figure out the main Emotional Magnet(s) of that group. If it's a mixed bunch, you have to address all four Emotional Magnets.

If you are a car salesperson, then showing your prospective buyers cars that will satisfy their emotional needs will result in your making sales—and more likely in making yourself a top salesperson in your organization. But only if you use the Emotional Magnets correctly. If you start selling things that your clients don't want but that you may be able to sell by appealing to their emotional needs, you'll end up with a horde of customers with buyer's remorse, and your company's reputation will tank. This is why ethics in sales and marketing are important if you want to create customers who

love your brand. With the rise of social media in our culture, it's becoming even more crucial to have loyal customers who rave about your brand.

When we craft our communication in an intentional effort to connect to someone's Emotional Magnets, they start listening to us. And if we're compelling enough, they take action if that's what is desired. As I came to understand what my ex-husband's main Emotional Magnets were, I learned to communicate with him in such a way that he became excited about co-parenting. Okay, perhaps *excited* might be an overstatement (times one hundred!). But I influenced him positively enough that he began collaborating with me and became engaged in co-parenting. Our relationship and his communication went from hostile to civil, and it became a lot easier for us to agree on how to handle various situations involving the children. That's not to say that we became friends. Remarkably, however, we did spend one Christmas Day together co-parenting when the kids were going through teen angst. My ex and I had never learned to communicate properly during our marriage. But I did have a desire to co-parent with him and give our children the best of all possible childhoods.

Any good relationship has a foundation of wanting to satisfy the emotional needs of the other person, but often that's where we get lost in our relationships. Once we hurt each other—even if accidentally—we stop wanting to fulfill each other's emotional needs. Either we become fearful and shut off or we seek revenge in snarky comments and other such behaviours.

My ex and I had ruined our desire to cater to each other's emotional needs during our marriage. But I realized that co-parenting was another form of relationship where both he and I had emotional needs. For me to make it work, I had

to start considering his emotional needs, instead of responding in kind to his nasty remarks or trying to reason logically with him—neither of those approaches had worked. What did work fantastically well was appealing to my ex’s Emotional Magnets.

When it comes to relationships, the Emotional Magnets help to simplify the expectations we have of each other and build deeper connections as we learn to understand one another. When I say they simplify our expectations, what I mean is, they help us see what the reality is. For example, someone who is attracted to Safety is unlikely to book a round-the-world ticket and fly away with you tomorrow. We don’t get disappointed when someone acts in ways that don’t reflect our own emotional needs. Instead, we learn to have empathy for what they need, while also being able to express what we need to be happy.

I shared the Emotional Magnets with my now beloved long-term partner, Kris, on our first date! I’ll never forget explaining them to him over our fish and chips lunch at Trolls restaurant, in Horseshoe Bay. By the time the waitress took away our empty plates, I’d communicated that I needed change and creativity (Experience) and to complete goals I set for myself (Achievement), and he’d determined that he needed a stable, secure career (Safety) and to be financially responsible (Value) to feel emotionally fulfilled. Pretty remarkable conversation for a first date, eh?

Your Emotional Magnets May Shift over Time

Now that you know how the Emotional Magnets can shape our lives, you need to know that they may shift as you age. They can also change as a result of extreme circumstances, or reflect your cultural background.

As you experience different events over the course of your life, you change. One big event can change you, as can many small ones. For example, as you achieve a certain level of success and security (Safety), you may then feel free to focus on gathering more experiences in your life. Or perhaps you've created a legacy (Value), so now you're more interested in experiences that feed your soul. Or maybe you've had your wild experiences, so now you're looking forward to a more settled and easy life (Safety).

Our emotional needs are often triggered by the circumstances we find ourselves in. A few years ago, after I lost my parents and I was diagnosed with lupus, my Emotional Magnets changed. My health made life more physically challenging and caused me great concern for my future, so my secondary Emotional Magnet shifted from Achievement to Safety. The COVID-19 pandemic also made people's emotional need for safety skyrocket. Previously driven by Experience, the husband of my TEDx coach found that his dominant Emotional Magnet shifted during the pandemic. His wife's diminished lung capacity became a major concern for him and, as a result, he became more safety-oriented, placing boundaries on his need for experience to prioritize her health and safety.

Sometimes emotional needs are also exaggerated by trauma or strong influences in childhood. If you moved to a foreign country or experienced life in a war-torn land, your need for safety may be more pronounced and may remain with you long after your circumstances change. Someone who's had a very unsettled childhood might crave safety to the point where seemingly safe things appear unsafe. If a routine is broken, they have a meltdown because they need boundaries and structure to feel safe.

Different emotional needs are often activated in extreme circumstances. If you're climbing a mountain and there's

an unexpected snowstorm, chances are that no matter what your main Emotional Magnet is, you'll be driven by Safety. Of course, if you're normally driven by Experience or Achievement, you may still take bigger risks in that snowstorm than someone with Safety as their main Emotional Magnet. But if the snowstorm on the mountain has a profound impact on you—if you lose a finger due to an accident, for example—you might be more driven by Safety afterwards.

Another way that Emotional Magnets can change is through the influence of culture. Although fundamental emotional needs are universal, cultural differences can shape behaviours and traits within the different Emotional Magnets.

For example, in North America, we treasure what's become known worldwide as the American dream. Maybe our neighbours in the United States value it even more than we Canadians, but it's safe to say we tend to congratulate the self-made individual. And although boasting about your successes is seen as an ego trip, showing that you've made it isn't. We get excited by people who make something out of themselves, right? We believe that anyone can make it if they work hard enough and have access to the right tools.

Well, over in Sweden, there exists the concept of *Jantelagen*, or “the law of Jante,” which translates to “you are not better than anyone else” and dictates that you should never have more than your neighbour. In short, in Sweden, it's considered almost sinful to be too well off. Even if you make it big time, it's nice to show that you still buy furniture at IKEA. The Swedish mentality revolves around equality. Someone driven by the Emotional Magnet of Achievement in North America will act somewhat differently from someone driven by Achievement in Sweden.

Your cultural background may affect how the different Emotional Magnets play out. The behaviours, cues, and clues will vary based on accepted cultural norms.

Working with the Emotional Magnets is all about learning to understand yourself, first and foremost, so that you can communicate what you need, and learning to understand the needs of others and influencing them in a way that they become engaged in what you are saying. But I also want to make clear that I'm not talking about manipulation here. There is a big difference between influencing someone by understanding their needs and manipulating them.

Influencing vs. Manipulation

In the world of Emotional Magnetism, there are three things that work together to create positive relationships: empathy, authenticity, and positive regard.

- **Empathy** is your ability to understand where a person is coming from. When communicating, you need to be able to demonstrate to them that you care about, and are concerned about, their situation. This doesn't mean you have to agree with the other person, but it does mean you need to understand what they are experiencing.
- **Authenticity** is your ability to know yourself and understand how you impact others through your actions and words. This enables you to express yourself clearly—to be authentic.
- **Positive regard** for others is your ability to take their situation seriously while focusing on them, which will ultimately lead to them feeling respected.

When you apply empathy, authenticity, and positive regard, you come to understand the other person and express

yourself in such a way that you are understood. But it's vital to understand the difference between positively connecting with and influencing someone and manipulating them.

Emotional Magnetism is not manipulation. Structuring your message so that it appeals to someone doesn't necessarily mean it's going to result in your preferred outcome, although it's more likely to. What it does mean is that your message will be heard and absorbed instead of being immediately repelled, and you will have nurtured your relationship instead of breaking it.

In the previous chapter, I talked about my co-parenting struggles with my ex. In seeking a more positive relationship around co-parenting, I wasn't trying to coerce him into doing something against his morals and ethics. Nor was I presenting something in a false light or trying to get him to spend thousands of dollars on something he didn't need. All I did was present co-parenting in a way where he could see the benefits to his own life, in a way where his emotional needs were fulfilled. I was trying to understand him better and have empathy when it came to his emotional needs. By taking this approach, I removed my former urge to nag or make nasty retorts when he'd fling a mean comment my way. Instead, I shifted everything toward the positive and was authentic about what I needed from him.

Behaviours like manipulating and nagging are destined to leave your relationship lacking in effective communication. In a sense, manipulation triggers communication breakdown because you're focused on what you want, you forget about listening to the other person, and that's precisely when communication goes down the drain.

Manipulators don't communicate to understand or to be understood but rather to get something from whomever they're communicating with. This usually leads to

misunderstandings that wreak havoc in relationships. But we all want something in relationships, don't we? Yes, we do. That's why we need to learn to communicate authentically in such a way that others can understand us. When you are authentic, you say outright what you want. That's very different from manipulating people. When you're manipulating, you say the things you think the other person wants to hear or drop little hints.

Sometimes we try to get what we want by nagging, making nasty remarks, begging, or threatening. This kind of manipulation may work temporarily, but it will not create a great relationship. Rather than nagging, work on connecting to your partner's emotional needs. Here's how that can work.

Say you constantly forget to put the socks in the laundry bin. It's a source of irritation for your partner. Instead of nagging you relentlessly, your partner sees this the next morning and says, "Look, hon, you forgot the socks again. I know it's a tiny thing, but to me, neatness means a lot. So, I'd love it if you could put your socks in the laundry bin for me every day. I'd really, really appreciate it." Then they lean in to kiss you.

You go to put the socks in the laundry bin, a smile on your face.

"Thank you, hon. I truly appreciate it." Another kiss. "I know I'm funny about these things, but it truly means a lot to me, so thank you."

After some positive reinforcement like this, you'll be a lot more motivated to pick up your socks. It might take a couple of rounds of reminders, but if the reminders are like this, who would mind being reminded? Not me!

The thing is, the happier your partner makes you feel, the more willing you'll be to please them. Happy relationships

lead to both parties being more willing to please. And when your partner positively expresses their needs, you don't feel the urge to defend yourself, nor do you find their request silly, because they give a valid explanation, one where they aren't bombarding you with anger at the same time. This allows you to understand their needs.

Threatening, begging, pleading, and nagging won't lead to change nine times out of ten. Seeking to understand each other's emotional needs and satisfying them, on the other hand, does. And that all begins with listening.

Self-Talk: Your Inner Radio

In his book *The 7 Habits of Highly Effective People*, Stephen Covey talks about listening. He says that you have to learn to listen to be able to understand people and communicate with them. In short, you must focus on what someone is saying. That means when other people are talking, we're supposed to be listening. But are we? Most of us are busy thinking about what to say next, what the other person is thinking about us, relating what they're saying to our own lives, judging what they're saying, or trying to figure out a solution for their problems before they've stopped talking.

We are so preoccupied with our regular internal dialogue that it's rare that we sit down, look around, and just take in what we're seeing, hearing, feeling, and smelling. No, we're busy making assumptions about it: That car looks gorgeous. I hate the style of that house. I'd love some of those flowers in my garden. He looks like an angry man. She seems like she's permanently grumpy.

But we aren't just preoccupied with making assumptions and judgments. No, we are also preoccupied with thoughts that have nothing to do with the present moment.

An argument with someone can lead to you being snappish with others because you're still caught up thinking about the past. Likewise, you can be busy worrying about a meeting three days before or after it happened.

The thing about inner dialogue is that often we're unaware of how much of it is going on. You can be grumpy for a full hour or even a day before you reach the stage where you stop to ask yourself why you're feeling that way. Take a couple of moments now and ask what you're telling yourself today. What radio station are you tuned in to: one playing happy songs, one playing sad ballads, or one playing soothing spa music to take the edge off your anger?

Sometimes self-talk becomes verbalized. Suddenly you slap your forehead, telling yourself, "I am such an idiot!" Or "I'm always late! Why am I doing this to myself?"

Until we reword our inner dialogue, we experience the same things the same way, over and over again. And because we are driven by what we think about all day, it controls our moods and actions.

A lot of self-talk is unconscious until we become aware of it, and some self-talk stems from coping mechanisms developed during childhood. Maybe your parents criticized you if you were wrong, so you always want to be right. Unfortunately, that need will get in the way of effective communication with others. People will feel ignored if you cannot just hear them out and accept their point of view. And although it might have been beneficial to judge your high school bullies so you could cope with their bullying, constantly judging your friends is not. The good news? Once you become aware of what's blocking your ability to listen and fully engage in a conversation, you can do something about it!

To remedy this, you need to turn off your internal talk radio. The most effective way to do this is to bring yourself

into the present, notice what is actually there, without judging or making assumptions about it. Then get curious. What is the other person saying? Start listening. Start paying attention.

Here's a tip: check what's going on with your internal dialogue before having a conversation. Do you notice yourself thinking things like "I might mess up," "I might say the wrong thing," "What if I totally f*ck up?" If yes, then this will significantly impair your ability to stay present and think clearly.

Take a moment to acknowledge that you're nervous, or simply have some issues with the other person. Sit with the feeling for a while. As you do, you'll see it will dissipate. Finish by bringing yourself back to the present: Check what's going on around you. Listen, smell, and observe what you can see. Continue to stay present as you talk to the other person. Get curious about the other person. Let go of preconceptions, fears, and hopes, and simply be curious.

Lucky for you, once you've finished reading this book, you will become epically curious about what other people are communicating and you'll turn into a communication detective in no time.

How Emotional Magnetism Is Repelled

.....

ALL day I was looking forward to connecting with one of my good friends, Emily, for dinner. It had been months since we'd gotten together, both of our schedules being stuffed with commitments for work, kids, and family. I was grieving and really needing my friend's support and connection, as I was feeling deeply the distance from my sisters who live across the country.

As usual, I arrived before Emily at our favourite meeting place, a local pub that has seating with ample space between tables so you can have heart-to-heart discussions. I ordered a glass of Pinot Grigio and eagerly awaited her arrival. Ten minutes later, I received a text from Emily: *OMG, what a day. Sorry I'm late, I know you hate that. I'm leaving now, see you soon, can't wait to catchup!!* Slightly annoyed, but not surprised, I tended to my emails until she arrived.

"There you are! Oh, Sandy, you've gone through so much since I last saw you. Give me a hug," she said, as she reached

out and pulled me into her big squeeze. The gesture made me smile. I was eager to spill the goods and fill her in on my shitshow of a life.

“Your posts on Facebook made me cry. Tell me everything,” she said, squeezing my arm.

“Well, it’s been horrible. I have not even had time to grieve for my mom who died a few weeks ago because my dad just got diagnosed with stage 4 cancer,” I said, shaking my head. Still in denial that this was happening, I was eager to talk about it with Emily, who I thought could help me process it.

“I know exactly what you mean!” she squealed. “Did I ever tell you about my uncle who was diagnosed with cancer just after my cousin died? Oh my god, it was so terrible . . .”

And that’s when she stopped listening and turned the conversation into a twenty-minute monologue. When she finally came up for air, leaving me space to comment, I chose not to.

Emily’s behaviour of identifying with my experience and then needing to express it is a classic communication blocker. It made our communication almost completely one-sided as she was too busy sharing her story before she even heard about mine. Blocking communication by identifying with a situation isn’t necessarily done with malice, but it’s a sure-fire way of making certain that the other person doesn’t feel heard. And that means the Emotional Magnetism between the two people is either repelled or misdirected.

Before we get into the different Emotional Magnets in more detail (and I help you figure out which one you and the people in your life are the most attracted to), we need to talk about the communication blockers that can prevent you from being Emotionally Magnetic.

Let’s explore the different styles of self-talk people usually have going on when speaking with others. I call these three types of inner dialogue “communication blockers” because effectively that’s what they do—they block communication.

In order to unf*ck—that is, to unblock yourself—it helps to know what’s going on for yourself when listening. Bear in mind that these communication blockers—or mind filters, if you prefer—are loose definitions. What I mean by that is that you can’t accurately define all internal processes. That said, you’ll likely recognize yourself in one type of blocker, maybe even several—I have yet to have a client that doesn’t! And once you become aware of these blockers, you’ll start to notice when they get switched on during conversations.

We are often blind to what we think until someone points it out to us. That’s because we’re so immersed in our thoughts we are not even aware of them—it’s like being on autopilot. When your mind is a cloud of thoughts, you don’t always pay attention to where you are flying and simply rely on ingrained behaviours to chart your way. That’s why it’s helpful to know what these communication blockers are, so you can become aware of what’s going on inside your head when communicating with someone.

The Solo Blockers

For the first group of these communication blockers, I chose the name “Solo” because they are the kind of barriers that pop up when someone focuses on their *own role* within the conversation, or what the other person thinks about them or can give them. This doesn’t necessarily happen for selfish reasons. You might simply like the other person and wish to be right just to impress them. However, this need to be right still reflects *your* wish to impress.

Early on in my career as an enthusiastic, young, new member of a marketing team, I was invited to attend the annual marketing plan presentation to the board of directors. I was anxious even though I knew we’d done a significant amount of work to prepare and present our plan. The cast of

characters who would review and approve our plan had reputations of being intimidating and were known to be both detail oriented and extremely successful.

After five weeks of hard work, we were given 30 minutes to outline our strategies, tactics, and success measures for approval. This was my first board meeting, so no matter how nervous I was, I was still naively confident that we would be successful at getting approval from the board as our plan was rooted in strategy, research, and measurable tactics.

As the new kid on the block, I'd been given a minimal amount of content to share in the meeting. Fifteen minutes into our presentation, in the middle of my one slide segment, the CFO aggressively interrupted my presentation. He started hurling consecutive "What if?" statements at me, dissecting our tactics one by one. Shocked by this sudden debate, no one spoke for a few minutes. The other executives tried to minimize his attack, but it was useless. The sparring continued relentlessly until we acknowledged his feedback (as opposed to continuing to debate our points). And with that, the meeting came to an end. I held back my tears as we quickly exited the room.

Two hours later, that same CFO called me into his office. I was terrified. I had been bullied in elementary school and this experience had an eerie feeling of familiarity. But when I arrived in his office, I was surprised. He looked different from when he had verbally attacked me in the boardroom. His face was flushed, and he struggled to keep eye contact with me. He invited me to sit, offered me a drink, and when I declined, he apologized for his rude behaviour in the meeting, explaining that personal matters had him on edge that day.

You need to remember that most people are going through struggles of some kind or other in their lives at any given time. When you are communicating with people, you have

to be aware of that. You want to be able to break their pre-occupation so that they can truly listen to your message. You need them to hear your message so that they can act on it, as opposed to acting on whatever is going on in their heads that day.

That experience taught me a valuable lesson. I learned that people's communication can be blocked because of their own personal matters, and you can be the misdirected target for someone's anger, frustration, or upset. In this case, the CFO was busy with his inner dialogue, and I just happened to end up on the receiving end of it. I was blocking what I was hearing from him because I wanted so badly to impress him.

Here are the Solo Blockers within yourself that you'll want to clue into so you can break down communication barriers.

Avoiding Concern

Some people focus on facts so much that they miss out on how the other person is feeling. Have you ever shared a problem that has caused you a significant amount of emotional suffering and had someone respond completely without any feeling? Maybe they told you that you totally f*cked up, how you should have acted, or what you need to do to move forward. They wanted to help, but what you wanted was a hug. Or maybe your boss or colleague read you the riot act about an issue at work without understanding how it made you feel? Avoiding concern is not usually meant to cause harm, but it can cause a great deal of it.

Needing to Be Right

If someone needs to be right, they may shout, accuse, debate, bring up past mistakes, or do just about anything else to prove their point, or dissuade you from believing in the point you just made. Do you know someone like that? Is that you?

When you let the other person have the final say every so often instead of trying to prove your prowess by being right, they'll be more inclined to listen to you at another time.

Sparring

You may enjoy a good debate, but there's a time and a place for it. Not everyone wants to enter a sparring match when having a conversation. What's important to note is that the other person won't feel heard if you immediately disagree with them. If you want to disagree, at the very least first hear them out and make it clear that you've done so. When people share their opinion, they're usually just looking to be heard, seen, understood. You get the picture.

Moralizing and Judging

Walk a mile in my shoes. This is a great saying to remember when having conversations with others. If you're too busy thinking about what moral codes have been broken, you may miss the point of what the other person is saying. For example, let's say someone tells you they stole a baguette. Immediately you start moralizing that stealing is wrong. That's true, but perhaps the person stole the baguette because they didn't have enough money to buy food because they'd lost their job. Perhaps they are unable to keep a job because they have mental health issues arising from the trauma of being physically abused for years. Put your perspective and your morals aside for long enough to truly hear the other person out.

Moralizing also means that you are often judging someone before truly considering the story of the other person, as well as the emotions shared. This means you've already come to a conclusion about who they are and stopped listening or paying close attention. And because you aren't really paying attention, you aren't aware of what they are truly

communicating. You aren't trying to understand them. Judging someone can happen because of preconceived notions, as in the example above, or because of something the person just said. Either way, you aren't paying attention and that means you don't really know what's going on.

Rehearsing

When you find yourself rehearsing your reply to the other person, you aren't listening to what they are saying. Maybe you're nervous because you want to make a good impression. Or it could be you are determined to make your point to the infuriating person standing in front of you. But what you're doing is rehearsing your reply before saying it out loud. That's great when preparing for a big speech or audition but not in the middle of a conversation, because you'll miss out on what the other person is saying.

Identifying

When listening to someone else speaking, are you reminded of something similar in your own life? There's a story you just can't wait to share that relates to what you're hearing. The issue with this is not your willingness to relate and share but that you are now preoccupied with your own story before the person you are speaking with has finished theirs. Listen. Hear them out. Stay present. Ask questions. Then if you still want to share, do so. For some people, everything said by others reminds them of something they have felt, thought, done, or suffered. If that's you, practise staying present to the speaker's thoughts and emotions instead of bringing it back to your own story.

Labelling

Where Emotional Magnetism is concerned, labelling is about assuming we understand someone by categorizing their behaviour and actions. For example, you might label a person's behaviours or actions as lazy or ambitious, chatty or quiet, flighty or down-to-earth. But labelling people like this blocks true communication because you prevent yourself from understanding that person's emotional needs—and this can be quite harmful. Many people are completely unaware they are labelling at all! For example, let's say you meet someone new at a party and they ask you lots of questions, so you label them as "chatty," but you haven't inquired as to why they are so curious. Perhaps they are nervous meeting new people or don't attend many parties. Or maybe a colleague arrives late to a meeting and you immediately label them as "selfish" before knowing why they've arrived late. We must learn to label with care. I'll talk more about this in Chapter 10.

Dreaming

Who doesn't love a daydream? We all drift off to cloud nine at some point or another. But if what the person in front of you is saying is setting you off on a journey into space, you need to be mindful of it. Because, frankly, you're disrespecting them by not being fully present. Yes, thoughts get triggered in all of us sometimes. And yes, that can be a good thing as other people's opinions can give us ideas and help us develop solutions to our problems. However, you can simply make a note about it and return to the subject later. You do not have to head into outer space when there's a person sitting in front of you, wanting to connect with you. Ideas are good, but there is a time and place to explore them further.

The Helper Blockers

The second group of communication blockers are the Helper Blockers. These blockers show up to help the person they're speaking with. But instead of helping the speaker, they block their communication instead.

As with the Solo Blockers, people don't use their Helper Blockers consciously, at least not most of the time. And if they do, they usually have good intentions. Still, the result is that they don't hear the other person out. They're too busy making assumptions and coming up with solutions based on those assumptions.

Many years ago, I was training a group of service technicians for a large heavy-equipment company. Bill was one of my students. He had been with the company for 36 years and was being forced by his manager to take the communications training.

Bill sat at the back of the classroom—arms crossed, leaning back in his chair, chin up, looking down his nose at me. He very much wanted me to know that he was not happy to be in the session. He felt that he was experienced enough by now and didn't need to enrol in a training class led by someone much younger than him. After all, he'd spent 36 years with this company, and I wasn't even in the same industry! Plus, after spending that long with a company, a person wants to have some input as to what they should and shouldn't do. Being forced to take training they don't think they need doesn't sit well with some individuals.

I was not affected by Bill's resistance. I understood that people don't like to be forced to do things. As a good communicator, I don't force people into things; I communicate in such a way that they see the value of what I'm saying. I entice them to do things by being honest about what they'll get out

of it. At any rate, I continued with the training, and about 15 minutes into the lesson, I began to see Bill's posture and body language shift. He became interested and engaged in the learning. By the end of the class, Bill was nodding, asking questions, and writing notes in his workbook. He thanked me from his seat and left.

The next day, as I was setting up another training session at the same company, Bill dropped by the training room. "Sandy, I need to tell you what happened when I got home from your training session," he said excitedly.

"Our family dinners are usually spent on the couch watching Netflix, but last night was different. My teenage daughter saw the training workbook on the counter, and it sparked a lot of questions. The four of us ended up having dinner at the dining-room table and going through the training book, page by page. My family loved reading my notes! My kids and my wife even guessed my communication blocker to be 'sending solutions.' They said that when they tell me something, I always make suggestions to them, even when they don't ask for them. This really opened my eyes. From now on, I am going to save my solutions for people who ask for them, or at least ask before I provide them."

I love sharing Bill's story because the impact of understanding what's blocking your communication with others can be powerful. Once you remove your communication blockers, you become much more engaged in your personal relationships. Suddenly, the people who refused to listen to you, or share with you, start opening up and hanging on to your every word. You're willing to be present with them in the moment, instead of getting caught up in your internal dialogue. That, in turn, will make them feel heard and understood. Once you are aware of how these Helper Blockers aren't really helping to make your communication Emotionally Magnetic, you will stop them in their tracks in your own self-talk.

Derailing

Derailing is where you “help” the speaker by derailing the conversation when it’s getting too emotional. You might think you are helping the other person to avoid feeling pain, but more likely this is your own unwillingness to be party to the emotions. Derailing can also happen when you are no longer interested in or feel uncomfortable about a specific subject and are trying to change it.

Of course, there are times when a change of topic is necessary. When Uncle Roy starts telling the story about his recent fishing trip for the fifth time and the 30-pound salmon that got away, you might want to steer the conversation to some new topic. However, be sure that the first time Uncle Roy talks about his trip, you don’t roll your eyes, but truly listen to what he has to say. This story is important to him, even if it isn’t to you. Maybe Uncle Roy is important to you, and that’s why you should hear him out.

Sending Solutions

As the other party is speaking, you’re busy coming up with solutions for whatever they are saying. Maybe there is truly a problem, or perhaps you just think there’s a problem that needs solving. Whatever it is, a few sentences into the conversation, your brain races off looking for solutions instead of focusing on listening.

If you want to offer solutions, there’s a time and a place for it. Firstly, make a mental note to listen to the end of the conversation before coming up with solutions. Unless you have the full picture, your solutions won’t be valid. Secondly, ask if the other person wants solutions or is seeking to be heard, or comforted.

Placating

Instead of fully taking in what's being said, you're saying things like "Right... yes... absolutely... I know... uh-huh... of course, you are..." You want to please the other party—or placate them—possibly because you want them to like you. But instead of engaging in the conversation and genuinely hearing them out, you sit there waiting to agree with every word. It's not wrong to encourage someone to keep talking and make approving noises as you go along. It only becomes wrong if you're only looking to agree, instead of truly hearing them out and then offering your honest opinion.

If someone is having a conversation with you, give them the benefit of the doubt. Maybe, just maybe, they want your honest attention and opinion. If they wanted someone to say "yes" every time, they would get a parrot. Unfortunately, some people should buy parrots.

The Analyzer Blockers

The third group of communication blockers, I call the Analyzer Blockers. You are likely to use these blockers if you mostly focus on analyzing and assessing communication from a distance. That is to say that you emotionally distance yourself from communication.

Although analyzing has a time and place and is excellent when putting together Excel sheets, you need to see beyond the numbers, strategies, and data comparisons when dealing with humans. This can be hard to appreciate if you've grown up in an analytical family, where all points were backed up by scientific evidence or data. This often occurs with individuals who hide from emotions, who get lost in academics or other intellectual pursuits to distance themselves from feeling. But as you open up to feelings, moving beyond words and facts, you'll enter a whole new world.

Of course, the ability to analyze is useful in the boardroom, right? Or when assessing a project's success factors or playing chess. It's just that analyzing isn't always useful when communicating.

To give you an example of this, let me share the experiences of Jacques. Jacques's wife was very talkative. She processed by communicating things out loud, and he was often overwhelmed by the amount of her communication. As a coping mechanism, he tuned her out. Jacques would often filter his wife's stories and complaints by focusing on a single word or phrase and repeating it back to her to fake his attentiveness while listening. Once Jacques's wife understood that he got overwhelmed by her "verbal diarrhea," and he understood that she needed to vent, they started communicating properly.

I'm a lot like Jacques's wife in that I like to process everything out loud. As a result, Kris and I have developed a code word, "porcupine," to indicate when our communication is getting prickly. When he gets overwhelmed, he uses it, and I slow down or stop speaking. It always makes me smile and lightens the conversation. This way, we ensure that when I speak, I am heard, and when he listens, he doesn't get overwhelmed.

Awareness of your Analyzer Blockers, as well as your emotional needs, enables you to be honest with your partner and communicate functionally. Here's what to look out for if you tend to be an analyzer.

Comparing

People who compare are constantly trying to assess who is smarter, more emotionally healthy, more competent, more successful, better dressed, and the list goes on. This is great when hiring someone or trying to understand your competition, but it will do you no good when having a regular conversation with a friend or lover!

Imagine being out on a first date. Inside your mind, you're debating whether the person having drinks with you is smarter, more sexually experienced, more fit, more ambitious, and so on. Instead, imagine truly taking in the person in front of you, listening to them and hearing them out, so you can understand their emotional needs. This is not a "me against you" circumstance—life rarely is—but an "us" kind of moment. Even if you are in a situation where you have to suss someone out, let them speak before you start comparing.

Mind Reading

Derren Brown is a great mentalist whose TV and theatre shows make people gasp in awe and wonder (and sometimes in fury) because he has a knack for hypnotizing people into doing all sorts of things. The difference between Derren Brown and you is that Derren knows what he's doing, you don't.

When people think they're figuring out what someone is thinking (Is he reliable? Can he hit the sales goals? Do I want to date this woman?), they're getting lost in assumptions that aren't based in reality.

For example, let's say a man walks into the shop you're working in. Without him even saying or doing something untoward, you get a "bad vibe" from him. You spend the entire conversation trying to figure out what he's thinking and feeling instead of paying attention. As a result, the customer ends up agitated because he's aware you're not "truly there."

Why did you get a bad vibe? Maybe it was because there was something about him that reminded you about your father on a bad day. But because of that bad vibe, you analyzed everything the man did through the filter of looking for something negative. So, when he said and did anything that raised a flag, you noted it. When he said and did anything positive, you discredited it. That's what our brains do

subconsciously when we're mind reading: we reach all sorts of invalid conclusions.

When we stop this projection and become aware of the actual words being spoken and the emotions expressed, we find out what people are truly thinking.

Diagnosing

The person in front of you is telling you they are doing wonderful after their divorce. Your date tells you they have honest intentions and would never cheat. Instead of taking them at their word, you play emotional detective, looking for hidden meanings and motives.

It's all very well trying to figure out if your friend is doing as wonderful as she says she is, but if you have a pattern of doing it, there's an issue. This is because instead of picking up on what's being communicated, you're getting lost in your own thoughts.

Filtering

Filtering is when you listen to some things but not others. Filtering can be an unconscious switch—your mother-in-law always goes off on loooooong monologues, so you automatically filter her out. (No, I'm not talking about you, Faye—I love our chats!) You listen enough to nod at the right places, but not enough to hear what's being said.

Once you've established that your mother-in-law is prone to long speeches, you automatically tune her out, like a subconscious switch. Sadly, that means you also tune her out at times when you shouldn't. Even sadder, you don't engage her in proper communication and alert her to the fact that you'd love to be present in the conversation, but you have issues processing long discussions.

At other times, filtering can be a coping mechanism developed in childhood to defending oneself from emotionally abusive people. The coping mechanism then turns into a habit you become unaware of.

Excessive or Inappropriate Questioning

Maybe you learned at some point that it's great to ask questions when communicating with people. It is, but only when relevant. If you question someone too much, they'll wind up feeling interrogated instead of understood.

Questioning people can also be a coping mechanism to take pressure off you. When you continually ask questions, you don't have to come up with something relevant to say or to offer your opinion. Using questions in conversations often turns into a deflecting mechanism when misused. If you get too lost in the habit of looking for questions, you don't only lose track of the conversation, you also end up annoying the other party as they never get a proper answer from you.

Discovering Your Communication Blockers

After my conversation with Bill, who engaged his entire family in his work training, I was inspired to print out the communication blockers and place them on the living-room table. Then my family and I engaged in a powerful exercise in which we selected each other's communication blockers, which led to a very insightful discussion! When others tell you what you're doing to block communication with them, it can be incredibly beneficial (especially if you're not trying to block them while they're doing it). And, in turn, having those close to you discover their own communication blockers will make interacting with them a whole lot easier.

How do you become aware of your communication blockers? You start by paying attention. Here are two exercises to help you do this.

- 1 For a week, ask yourself what's going on inside your mind every time you have a conversation. It's essential that you keep checking in, as most of what's happening is subconscious until you start paying attention. (You can find a communication blocker assessment on my website, SandyGerber.com, in the Tools section of the site.)
- 2 Check in with your self-talk throughout the day when you're not in a conversation. If you need to, set an alarm that goes off once an hour, or once every 30 minutes, to remind yourself to check in to see what you're busy telling yourself. You can also wear a special bracelet or watch, to remind you to stop and check in. Every time your eyes fall on the item, stop and reflect on what you're thinking.

Of course, you will still communicate with many people who won't know their communication blockers, so they may not be fully present in the conversation. You can't change that. However, simply being aware of what's going on with the other person can help you feel more empathy for them. Instead of getting angry or frustrated with the person who needs to be right or who wants to give you solutions, you can appreciate that that's their pattern. Likely they are utterly oblivious to how they are blocking communication, but that has nothing to do with not wanting to be with you.

Compassion

As you get to know the different Emotional Magnets, you'll see that each comes with its positive and negative attributes.

People who are drawn to Achievement the way a flower is drawn to the sun (and love basking in the glory of the recognition) can be demanding to be around. They're always looking for the next "hot thing," always racing around to achieve goals (at least, in the areas that are important to them). They love an ego boost and like having people act as photographers so they can pose for pictures to memorialize their achievements.

On the other hand, the same people—who take every opportunity to excel in their chosen field(s)—will work hard to charm your socks off, willingly share their knowledge, make sure you enjoy the beautiful things and experiences they surround themselves with, and share their wildly entertaining stories. These people often change the world—sometimes by inspiring those around them. Also, they ensure that when they host a party, you're having a good time.

Pros and cons can be found for all the Emotional Magnets. The people driven by Safety are the most practical organizers and planners but can be your worst nightmares when going on spontaneous adventures. The people driven by Experience might make the perfect adventure partners but may irritate people who are driven by Value and who count pennies when it comes to travel budgets (for Experience-driven people, the experience itself equals Value). And the people driven by Achievement may find themselves stymied by Safety's need for a less showy adventure.

The more we become aware of our own and others' emotional needs, the more we learn to feel compassion for ourselves and others. We label each other's behaviours and

actions with care because we know what Emotional Magnets are motivating our own actions (Safety, Achievement, Value, or Experience). In my relationship with Kris, we have three labels we use for each other: our individual Emotional Magnets and “awesome,” which is perhaps the most important label because it allows us to give the other the benefit of the doubt in any situation.

Now that you’ve started removing your communication blockers, it’s time for me to tell you all about the four Emotional Magnets: what they are, how they behave, and how, by recognizing and understanding them, you can use them to communicate more effectively.

Are you ready? Because sh*t is about to get interesting!

Part Two

**THE
EMOTIONAL
MAGNETS**

3

Safety



MY DAD was definitely driven by the Safety Emotional Magnet. Even though he was adventure prone, every adventure was planned down to the last detail, and there were many security measures put in place. His need for safety was most obvious in his fear of fire. His fear got ignited (pun intended) when he witnessed a fraternity brother at university get badly burned from an explosion on their fraternity boat. He never let my siblings or me near a fire or a BBQ, so I had to teach myself (at the ripe age of 30) how to light and use a BBQ, and I was petrified the first time I did it.

Dad was super uncomfortable with unplanned ventures. He rarely ever left the house without a plan, a list, or both. When my parents went on road trips from Ontario to Florida, my dad would create an accordion-file-folder system stuffed with receipts, maps, reviews, and lists to ensure a safe and easy trip.

Thankfully, he had a lot of fun creating incredible experiences in his personal life that satisfied his need for safety. Besides his highly organized road trips with Mom, he

created incredible Halloween costumes with built-in safety measures such as carrying straps and ample venting holes for masks. I think he had as much fun making those costumes for us as we kids had wearing them! He would also happily spend months preparing and making outrageous costumes for curling-themed bonspiels with Mom. I can still hear him laughing and saying, “Isn’t this costume a classic, Sandy?” In my opinion, he was a creative classic.

Despite his fun-loving nature, for 30 years he was a middle-management professional for IBM. Most likely, his dislike of change prevented him from looking for a new job. Disrupting something safe and familiar for something that required learning new skills and adopting new systems was out of his comfort zone. He stayed at his job for decades—even though he didn’t enjoy it—because it allowed him to provide for his family. In the end, his family came first—an important motivator for a person with a high need for safety.

The SAFETY Persona

Are you or is someone you know...

- ... a person who is very comfortable with the status quo, someone who wonders why they would want to rock the boat if they don’t absolutely need to?
- ... a person at the office who plans their day and/or schedule to the minute, who always appears to be organized and needs to know what will happen next so they can be prepared?
- ... a person who needs a contingency plan, bigger and better insurance, a surplus of cash, just in case, and at least six trials before any decision is made as to whether a new business innovation works or not?

- ... a person who is happy to be left alone to complete their daily tasks, knowing that at 5 p.m., they can leave the office to enjoy their evening with their family?
- ... a person who is selflessly helping others to prepare for life, learn skills, or stay healthy? (I'm talking about all you parents and caregivers out there.)
- ... a person who chooses to research, study, and gain proficiency in new skills so they can increase their self-reliance and are able to survive, even thrive, through any downturns in career or life?
- ... a person who, when organizing a trip, has checked that the accommodation is in a safe area and preplanned all excursions? If it's a road trip, the route and the stops, including toilet breaks and gas breaks, have been meticulously mapped—and there's a first aid kit in the trunk. And water. And snacks. And possibly something to distract zombies, should they attack?

It's puzzling how safety peeps can manage to create amazing plans—and stick to them. Those who have Safety as their main Emotional Magnet are attracted to people, things, and experiences that feel steady and secure. They want to know the facts up front, they love routine, they're practical when making plans, and they like things to be smooth sailing. If they foresee any stormy weather or imagine that a trip could be difficult, they'd rather not leave the harbour. But this need for Safety can cause friction with people who are driven by other Emotional Magnets.

Imagine this: Let's say you are driven by the Experience Emotional Magnet. You tell your Safety-driven partner about this fabulous new restaurant where patrons are blindfolded while eating, so they can focus on the sensory experience. Your partner flat out refuses to go, for several reasons: you can't

book a table in advance, there are long waiting lines most nights, and some reviewers felt freaked out because they couldn't see what they were eating.

Another time, you try to surprise your partner with an unplanned weekend getaway, but instead of being happily surprised, they seem stressed and grumpy. They wanted a weekend at home to recharge after a long week. Perhaps it's no surprise that the grumpy bear here has Safety as their main Emotional Magnet even if they are cuddly most of the time!

Time and time again, you (Experience) suggest activities you love, plan surprises, and do all sorts of things you think will add some zest to your relationship with your Safety-driven partner. But instead of being thankful, or at least excited to spend time with you, your partner gets grumpy. You feel not only rejected but also unappreciated for your efforts.

Now that you know what's important to someone with the Safety Emotional Magnet, it's easy to understand why they might refuse to go to a restaurant where they would be blindfolded. Or why they might get agitated when surprised with a weekend getaway. They know nothing about the hotel, the area, or the details of the plans for the trip, and that lack of information unnerves them. The emotional need for Safety is so powerful that it can spark an irrational knee-jerk reaction to a situation that makes them feel unsafe. What I mean by knee-jerk responses being irrational is that they are probably based on emotions rather than logic.

If your Emotional Magnet is Safety, your knee-jerk reactions are likely to motivate you to avoid spontaneity, such as saying no to unplanned dinners, or to make safe choices that may not be in your best interest, such as taking on a job that's deadly boring because it appeals to your desire for security. It may not occur to you that you can find a job that's both safe and fun! But when you become aware that you default to

Safety, you may embrace a little risk and take on a job that can offer you achievement and experience in a safe atmosphere.

Let's look at what attracts and repels a person with the main Emotional Magnet of Safety, or what I call *motivators* and *speed bumps*.

SAFETY Motivators

The four principal motivators for people drawn to Safety are **security** (doh!) and **control, health, family, and ease**, as in things should be practical and not too difficult to obtain—there should be a clear path with no significant obstacles.

If you are driven by an emotional need for safety, the trappings of achievement—driving a fancy car, having a flashy home, or eating at trendy restaurants—may not be important to you. However, you could still be extremely goal-driven at work and competitive in sports. Although you may be Achievement-driven at work, if your main emotional motivator is Safety, you're still likely to opt for the job that has the most Safety attributes, such as a stable income, well-structured days, and few hurdles in your path toward achievement.

Questions you ask if you have the SAFETY Emotional Magnet:

- Will this be easy?
- Is this a sensible choice?
- How can this help me to stay safe or be healthier?
- Will this benefit my family and/or friends?

Security and Control

- You are competent, reliable, and crave stability.
- You are proficient in your chosen skills and work to develop your self-reliance.
- You desire safety and personal freedom.
- You respond to words that address your fears, hopes, and wishes about personal satisfaction, security, comfort, and danger.
- You are focused on protecting yourself, your belongings, family, close friends, pets, and intellectual property.
- You have a ton of common sense.

Health

- You have an emotional desire to live longer, remain young, and are afraid of illness and injury.
- You like to make sensible decisions, avoiding and/or preventing injury where possible.
- You know the importance of good health and usually take preventative measures to stay healthy.

Family

- You are highly motivated to protect those whom you consider your family (siblings, children, close friends, parents, and pets).
- You take care to ensure you have the skills, backups, or contingency plan in place to protect and provide for yourself and ensure your family's preservation and survival.

Ease

- You like to make sure things are as easy and pleasant as possible.
- You get annoyed by interruptions to your enjoyment.
- You gravitate to incentives that make your life easier, requiring less effort, fuss, and time.

SAFETY Speed Bumps

Just as your emotional needs make you attracted to certain things, they also make you feel repelled by others. Yet, we can probably recognize in ourselves one habit or another that's stopping us from moving forward in life or enjoying it to the fullest. But somehow, we've been unable to break it. That's because it may be attached to one of our emotional needs. I call these habits "speed bumps." For example, someone who craves safety generally avoids risks. But taking risks is necessary for getting on in life. Heck, even crossing a road can be seen as a risk, and you certainly must cross it to get somewhere!

If your main Emotional Magnet is Safety, you tend to run into these major speed bumps.

Uncertainty

- You fear any form of uncertainty and avoid it whenever possible.
- Your fear of consequences for breaking rules or making mistakes is intense. If there's a possibility of you doing anything wrong, you feel uncertain and avoid the situation.

- You enter new situations with hesitancy, weighing the ways things can potentially go wrong or ways you can lose control.

Risk Adversity

- You stay away from risk as if it were the plague.
- You tend to surrender if a situation becomes difficult.
- You step away or resist if you feel a situation has become risky.

Impatience

- You are impatient with poor structure, lack of planning, and disorganization.
- If something hasn't been planned properly, you get antsy.
- If something requires a skill you are not proficient in, you'd rather not be involved with it.

How SAFETY Behaves in Different Scenarios

Do you recognize yourself or someone you know in the above descriptions? If you aren't sure yet, let's look at some different scenarios to see how someone attracted to Safety would behave.

Meeting New People

Typically, you are introverted and do not enjoy meeting new people, at least not in big groups, unless you know most of the people. In group settings, you prefer to stay with people you know and do not enjoy initiating conversations with people whom you've never met before.

When Asked a Favour

If you're asked a favour, you will want to confirm that the favour will be easy to carry out and that there are clear boundaries (e.g., no extra work that suddenly needs to be dealt with). You will consider if the favour is safe and sensible and if there is a direct benefit to you and others.

Planning a Road Trip

You want the trip planned down to the last detail. Having someone else plan it might be preferable as you enjoy it when things are easy. However, you still want to know every detail, such as driving specifics (route, traffic, the proximity of gas stations), hotel/Airbnb bookings (with good reviews), and exhaustive information about the location you're visiting. You will want to prepare before you pack and ensure that the vehicle is serviced and reliable. You may also download a few apps (ArriveCAN, TripIt, TripLingo) that can help you along the way.

Buying a New Home

When buying a new home, you will want to work with an experienced agent who will make the process enjoyable and easy. You'll be concerned about good schools, friendly neighbours, and low crime rates. You will want to know that the required inspections have been carried out, the house is in good condition, safety regulations have been adhered to, the timeline for buying the home has been set, and the price is fair (and preferably that there won't be a bidding war). If you find out that the house is newly painted, all the baseboards have been replaced with new ones of excellent quality, there are no nesting birds in the chimney, and there's a new security system installed, you'll pay attention. Essentially, any detail that clarifies that the house is in good order and well taken care of will be important to you.

If anything is not up to date, you will want to know the exact steps to fix it. If it's too complicated, it will put you off. Preferably, you'll want to know whom to call to get it fixed, as opposed to fixing it yourself. It's easier to have a professional on the job (unless you love DIY, that is). Even if nothing needs fixing, you'll feel assured knowing there is a reliable handyman or plumber in the area who can take care of any unforeseen events. Having dedicated professionals nearby means you never have to worry about any hassles.

Engaging in Social Media

On social media, you likely prefer hiding in the shadows and checking out other people's posts. That said, if you do post, they are posts that you believe are safe (e.g., not damaging to your reputation or inviting burglars into your home by advertising that you're away on vacation).

You also prefer posts that relate to your family and friends and posts with quotes and tips about planning, organizing, and creating structure. If someone is crossing boundaries, quality has been compromised, or someone's security is threatened, you may feel compelled to write a post. In other words, you don't mind going on a bit of a rant from time to time!

Dealing with Surprise House Guests

This is not Safety's dream scenario—to put it mildly. You aren't fond of spontaneity; you prefer structure and plans. So, having someone surprise you is likely to make you feel both uneasy and unhappy. You will be polite, but you will require an explanation from whoever shows up on your doorstep. Can you see how this could cause conflict if an Experience-driven friend shows up looking to surprise you? They would be expecting expressions of joy and instead be

met by stress! Of course, if there's a crisis and you offer to bring someone to your home for the night, it's a different story. But the lack of planning will still make you unsettled.

The SAFETY Emotional Magnet in Action

By now you've probably figured out how important it is to respect other people's emotional needs. Charging in and creating wild experiences for people who need to feel safe doesn't always end well. With empathy and understanding, though, you can still give them a wonderful and safe experience.

Here's a story that clearly illustrates how to respect other people's need to feel safe. It took place on a vacation that Kris and I enjoyed with my family in Saint Lucia. We were at a resort for our Christmas holidays, and one night, toward the end of the holiday, the resort hosted a special beach dinner party.

As the dinner came to an end, eighties music started blaring, and people quickly tossed off their shoes to dance in the sand—including my brother and sisters. I was itching to do the same. In fact, my family has a rite of passage for anyone who wants to join our clan: you are invited for dinner, and by the end of it, everyone is expected to get up and dance. If you don't dance, chances are you will not be invited back. No pressure! But this time, I didn't kick off my shoes and join the others dancing on the beach. This was because of Kris. He and my twin sister Kathy's partner, Chris (Chris and Kris!), both have Safety as their main Emotional Magnet, and they don't feel comfortable dancing in front of others.

Before I understood how the Emotional Magnets worked, I would have tried to coerce Kris to join us. I would have sulked if he didn't, calling him a party pooper. Like, why couldn't he just join me and have some fun? I would have thought of it as him ruining my party! But knowing that

dancing in front of other people would be mortifying for him, I waited and planned to join the group later. That way, I could both spend time with Kris and have fun with my siblings.

To my surprise, Kris stood up and asked me to join him for a walk on the beach. This threw me a bit, as I did indeed have every intention of joining the dance party. Trying not to sulk, I agreed to join him because I could see that he wanted to go on the walk—compromise and all that. Still, I couldn't quite hide my disappointment.

Once we made it to the beach and lost sight of the party, Kris stopped, pulled me closer, and we started slow dancing. The water tickled my toes as we swayed to the faint music under the moonlight, and I melted into his arms. It seems he knew I wanted to dance but wanted to share the experience with me in an intimate and personal way, preferably not in front of a ton of people. It was a beautiful memory that I will treasure for life.

It's important to remember that not everyone driven by Safety feels uncomfortable doing things out of the ordinary—my father being a great example. He loved creating experiences; he just needed a list, a plan, and a way to do it safely. We are often influenced by the people around us, even if we don't necessarily share their Emotional Magnets. I inherited some of Dad's traits, such as being a fan of creative experiences, organization, structure, and lists. For that, I'm very grateful. Thanks, Pops!

You can motivate just about anyone to take action if you appeal to their emotional needs. Within a relationship, that means you can present thoughts and ideas so that they appeal to your partner's emotional needs. Also, the two of you can structure your lives together in a way where your individual needs are met.

Let's go back to my earlier example of someone who wants to impress their partner by planning a weekend getaway.

They know that their partner has an emotional need for safety, so they plan the itinerary up front and present it as a gift a week or two before the trip. Sharing the itinerary prior to the trip allows their partner time to prepare. It also makes them happy to know that the trip has been well planned, and they won't have any unpleasant surprises along the way.

On the other hand, if you are a Safety-driven partner, you can surprise your Experience-driven partner with a weekend trip away when they least expect it. You can go ahead and plan that trip meticulously, but because everything on the trip will be a surprise to your partner, it will feel like an adventure to them.

So long as someone's main emotional need is satisfied, they become more flexible in what they are willing to do. Imagine being driven by Safety and attending a flashy party with a crowd where you don't feel like you belong. You're only going because your Achievement-driven partner wants to mingle. Now, there's nothing saying you can't attend the party and enjoy it as long as you are made comfortable doing so. For example, if your partner doesn't abandon you to work the crowd but introduces you to a few people with similar interests, you'll feel a lot more comfortable. It will also help to know that your partner won't force you to pose for photos you're uncomfortable with or push you to get on stage to sing karaoke.

Knowing that your partner supports you in having your emotional needs met is key. Some people who have Safety as their main Emotional Magnet don't mind singing karaoke. We're all different. The point is that you need to make someone with this emotional need feel comfortable, secure, and safe if you want them to relax and have a good time—no matter how wild the party!

Reader Reflection

Now that you know what attracts and repels a person with the Safety Emotional Magnet, here are some questions for you to reflect on:

- Have you ever felt frustrated because of someone's need for boundaries, security, or stability?
- Are there situations in your life when you needed to feel safe but the need wasn't met?
- Who do you know that dedicates a great deal of time and effort to their own security or to the needs of their family?

Achievement

.....

YOU'VE met them. Maybe you are one of them: the achievers, the goal setters, the ones who change the world with their determination to attain success. Achievers stop at nothing to reach their destinations and thrive when receiving praise and awards at the end of the journeys, as well as the pep talks and press conferences along the way.

Kris and I once did a five-day trek on the Juan de Fuca Marine Trail, just south of the West Coast Trail. The trek is only 47 km, but it meanders through moderate to difficult hiking terrain. Most people carry their food, water, tents, and more, which makes it harder than your average hike. The recommendation is that you take between four to six days to hike this trail. We chose five. However, while hiking, we met people who were running it in a day. What others thought of as impossible, they thought of as a spot of fun! Usually, they were trying to beat their previous record or competing with the current record holder. Most of these runners were clearly driven by Achievement.

Another time, tired from hiking all day, Kris and I were setting up our tent on one of the very remote Vancouver Island Wild Side Trail beaches, when a stranger approached our camping area.

“Hey, how’s it going?” he asked, with a wide grin.

“Hello. We’re awesome. This place is amazing,” I replied, feeling connected to a fellow hiker and proud of myself for having hauled a 40-pound pack on my back for hours just to get to a remote beach. I felt like a true achiever!

“It felt so good to take my hiking boots off after doing that trail. It was tough!” I added, wanting him to welcome me into the experienced hikers’ club.

He smiled and nodded. “Yeah, it’s a great warm-up run before heading to the peak.”

“Uh, yes, of course it is,” I stuttered. Because yes, of course, it was. For him! For me, it was a daylong exhausting journey that, if it hadn’t left my feet blistered, would’ve been a success.

“By the way, you may want to move your tent closer to the treeline before high tide, unless you like floating in salt water. Have a good one.”

I looked at Kris. “Are we losers?” I asked.

“No, love, we are winners. We just don’t have as our main goal in life to run fast up mountains.”

“You may have a point.” I sighed. “Let’s move the tent, make a fire, and crack open the Fireball whisky.”

Okay, so I will likely never run up a mountain, but I am still driven by Achievement. Here’s how to spot one of us in the wild.

The ACHIEVEMENT Persona

Are you or is someone you know...

- ... a person who is so dedicated to their workout routine they arrive at the gym at five in the morning, happy and chipper, sipping a protein smoothie, and leaving at seven to tackle their day?
- ... a person who managed to design their entire career path before they left high school and won't veer off track at any cost?
- ... a person who is driven to hit their sales targets, or whatever other goals they have?
- ... a person who is a dedicated entrepreneur looking to make it to the ranks of Musk, Oprah, or Branson, or to create a thriving business in their area of expertise?
- ... a person whom the press calls to get an expert opinion on a certain topic?
- ... a person whose Instagram looks like a page out of *Vogue* or who, even during a storm, shows up perfectly coiffed and immaculately dressed (while you're hiding in a raincoat and hoping your frizzy hair won't make you look like you have an eighties-style perm)?
- ... a person who is mentoring or coaching many people, who's reached the top of their game and is now paying it forward?
- ... a person who magically gets invited to all the hottest parties in town and might very well end up in the celebrity gossip column, even though they never had a part in a movie and were not born into fame or fortune?

Achievers tend to be marvellous storytellers even as they accomplish things that many of us can only dream of—be it trekking to the top of Mount Everest, launching a cool business, sailing around the world, mingling with celebrities, or winning an Olympic medal.

But whatever their niche, achievers work their way up the ranks with diligence and tenacity. When they hit their goals, they like to show the world they've done so. Although their progress may appear magical from the outside, usually they've spent ample time laying down the tracks, networking with VIPs, and signing up to be on guest lists. They know who's who and make a point to get to know them. They're proud of their achievements whether that's in business, academics, health, family, or other pursuits. They make incredible role models and often go on to inspire and enlighten those around them. Sometimes they even change the world with their determination and charm.

Sometimes achievers come from difficult backgrounds or competitive families and make it their life's work to prove their worth. Sometimes, they appear to be naturally driven or gifted with the "inspiration mojo." They wake up in the morning with a big grin on their faces and set about their days like pro hustlers while the rest of us are yawning and reaching for the coffee. The downside of this trait is that for some of these individuals their sense of self is so deeply rooted in their achievement that if they ever fail to meet or exceed a specific goal, they may experience identity crises or complete meltdowns. They're just not used to having their efforts go unrewarded.

Achievement peeps may also get lost in their pursuits. We are all familiar with the stereotypes: the professor caught up in academic work, the athlete intensely focused on their training, or the entrepreneur who has zero social life. Sometimes

this is because these people feel more comfortable in pursuits they know they're acing, or they prefer to avoid areas of their life that are less likely to bring them public recognition. Note that not all Achievement peeps desire public recognition—some only desire recognition in their fields.

Achievers are your best pals when you need a goal-oriented person to take your business to the next level. But since they live off recognition and will crave acknowledgment for their achievements, be sure to offer them ample praise and opportunities for awards and promotions. And if you can, invite them to flashy events—they'll thank you profusely.

ACHIEVEMENT Motivators

Are you a top achiever? Does the thrill of hitting a goal or being seen to have achieved great things drive you forward? Do you know someone whom this applies to? Not quite sure? Let's find out what motivates you if you have Achievement as your main Emotional Magnet.

The four main motivators for people drawn to Achievement are **recognition**, **performance**, **opinion**, and **pride**.

Questions you ask if you have the ACHIEVEMENT Emotional Magnet:

- How will I win or benefit from my actions?
- How will I be perceived?
- How can I achieve more success?
- How can I mentor others to succeed?

Recognition

- You need more recognition than others to feel emotionally satisfied.
- Recognition of your achievements may be more important to you than achieving the goals themselves.
- You enjoy working in a career or leadership role that provides growth and recognition.
- In your personal relationships, you want to be recognized (thanked) for your efforts, or you feel unappreciated or neglected.

Performance

- You are hardworking, dependable, and do things well to reach your goals.
- You are motivated to build and maintain your good reputation.
- When you work hard, you like to be rewarded for your efforts and shown appreciation.
- You are engaging, entertaining, and a good storyteller.
- You are often the life of the party. Even if you aren't outgoing, you are up to date on the latest trends and current events in whatever niche you've conquered (be it the academic world, tech world, or fashion world) and are enthusiastic to discuss them.

Opinion

- You enjoy giving your opinion on matters and often do so without being asked.

- The way you appear in the eyes of others is important to you, so when you go somewhere, you prepare to have an opinion on matters that may be discussed.
- You are confident in your decisions and tend to influence others with your opinion.
- You are charismatic and instinctively know how to connect with people.
- Others seek your opinion as you're a leader in your niche.

Pride

- You desire popularity and look for opportunities to stand out with your achievements, possessions, actions, or experiences.
- You have a put-together appearance and take care to select the perfect outfits and accessories.
- Your possessions, experiences, and accomplishments are admired by others.
- You carefully choose your profession, friends, associates, brands, experiences, and belongings.

ACHIEVEMENT Speed Bumps

As with other Emotional Magnets, Achievement comes with a few speed bumps. Here's the good thing, though. If you learn to slow down and see them coming, you won't run into them at a hundred miles an hour and may end up avoiding accidents.

Control

- You have a natural urge to control whatever situation you find yourself in.
- If you feel your control slipping, you will either disengage or become confrontational.
- Your need to control a situation can get in the way of what other people are trying to achieve within the same situation.

Criticism

- Criticism is not something you can handle—it wounds your pride (compare this to someone with the Safety profile, who may feel unsafe when criticized). Note that being challenged and being criticized are two different things. If someone says you can do better or offers you a more significant challenge, it's like dangling a carrot in front of you.
- You don't do well with criticism but sometimes like to criticize others, even jokingly.
- You can hold a grudge for a long time and can go to great lengths to get even with people who offend you.

Exaggeration

- You think a little exaggeration can make your stories (and life) seem all the more intriguing.

- You perk up if someone name-drops and tend to name-drop yourself (or randomly mention your achievements).
- You like to enhance the truth (but that does make your stories incredibly compelling to listen to).

How ACHIEVEMENT Behaves in Different Scenarios

Let's have a look at a scenario to see how a person with Achievement as their main Emotional Magnet would behave. It may help you to recognize yourself or others who fit this description. Reading the scenarios is like a detective game where you look for clues to see whether you or someone you know matches the Achievement profile.

Remember that each of us usually has something that we are attracted to in all four Emotional Magnets. It's merely a matter of figuring out what our main Emotional Magnets are. This knowledge will help us understand ourselves so that we can make better decisions and communicate our emotions to others.

Meeting New People

Mingling is something you generally enjoy or, at the very least, you can fake your way through because you know the benefits of networking. You're exceptionally comfortable (or possibly *only* comfortable) in the specific crowd you associate with, whether that group is Harvard intellectuals, senior executives, professional athletes, or *Vogue* fashionistas. You're usually known to tell a good story or to be someone people come to for an expert opinion.

You're particularly attracted to participating in events if there's a potential to meet VIPs (celebrities, influencers,

famous techpreneurs) or when your knowledge or achievements are admired by others (such as being on a panel of speakers or attending an awards ceremony in your niche).

When Asked a Favour

If you feel that you'll be appreciated for doing a favour, chances are you'll do it. If you, in the end, think that the favour was too much work, or the appreciation too little, you'll readily provide criticism afterwards. You may also share your unsolicited opinion on the situation you were asked to help with, with the intention of giving advice—be it good or bad. Oh, and if it's a favour involving a challenge, well, then, off you go! The game is on! If your favour produces excellent results, you may add it to your arsenal of achievement stories.

Planning a Road Trip

You want to help choose which route to take (or, at least, have an opinion on which stops to make along the way). You'll be Googling notorious, outrageous, luxurious, and exciting places to visit (that are also Insta worthy, or something colleagues in your field would appreciate hearing about). You'll plan your wardrobe in advance so as to look good in these surroundings—whether it's a field of mud on an adventure or an upscale affair.

Buying a New Home

You start paying attention when the sales agent speaks about successful, famous, or wealthy residents, or lets you know it's the new "it" area to purchase a home in. You'll also consider if the house reflects your achievements, if it has any impressive features, or was designed by someone significant. If your achievements lie in the tech field, you might only really care about how big the computer room is. If your achievements lie

in the field of adventure, you might want a home that's close to restaurants and hiking trails, one that has a pool, large balcony, or garden patio for entertaining.

Engaging in Social Media

You love social media and tend to post often, or as much as time allows. You may even be a social media influencer. You enjoy selfies that portray you in a good light, as well as shots that show off your belongings, style, and achievements. You like to provide your opinion and follow influencers and celebrities in niches that matter to you. Engagement levels and growing your following, or having a select following of VIPs, are important to you.

Dealing with Surprise House Guests

A surprise house guest is usually something you appreciate as you see it as an opportunity to be appreciated for your skills as a host/hostess. However, you are concerned about your home's appearance and what you can pull off at short notice (such as what foods to serve, etc.). You will definitely put on your charm to win over your house guest, though!

The ACHIEVEMENT Emotional Magnet in Action

Achievement is one of my main Emotional Magnets, so I have a constant burning desire to complete something difficult, to create something unimagined, or to challenge my body and mind as much as possible. I'm constantly striving for something, and that's how I like it! But that raging desire for achievement sometimes sings the people around my self-created blazing path to glory, especially if I don't reach the glory part.

In 2019, I decided I would set a goal to do a TEDx Talk on the Emotional Magnets. I worked with a TEDx coach for months, crafted a script, was successfully shortlisted, and practised my audition script every chance I got. By the time audition day rolled around, I was ready and confident that I would be selected as a final TEDx speaker. Only, I wasn't selected, and the fallout was ugly.

Kris endured my obsession over the multiple months I prepared for the TEDx selection. He supported me as much as he could even though he was not entirely pleased about how I'd gone about the process. My dedication permeated our lifestyle. Scripts were posted on walls around the house, evening and weekend practice sessions echoed off those same walls, and I never stopped talking about it. My enthusiasm and optimism assured him that the end goal was near, that I would be selected. And then I wasn't.

"They said your delivery was very good, your script was relatable, and your idea was worth spreading, but it needed to be more concise for a short TEDx Talk," my coach informed me.

Needless to say, I didn't take the news well. Within weeks, I was questioning an entire decade of my work. But I didn't question in silence, I did so out loud to Kris. Since Kris's main Emotional Magnet is Safety, he was very concerned. He didn't know how best to help me and suggested I seek some professional help to get the answers I needed. Ultimately, all the questioning finally drove me to jump on a plane and spend a week with a shaman in a Sedona meditation retreat.

The meditation retreat was probably the best part of the TEDx journey because it made me sit down and face my fear of failure. I had flashbacks of being picked last for elementary school teams, as well as a few other unhappy memories.

In fact, the fear of being picked last in school was probably one of the many things that drove me to want to become an achiever in the first place. I realized that I had a powerful need to belong, to feel included and liked.

Sometimes our emotional needs are ego-driven. At those times, our partner can best support us by being there for us and telling us how amazing we are, just like Kris did. They can also tell us that we can do it again, if we truly want to. But the best thing the partner of an achiever can do is to ask us to think. Why do we want to achieve? What drives us? Is it healthy or unhealthy?

I returned home from my retreat with a meditation pillow and a clear head. To Kris's surprise, I was now also even more determined to do a TEDx Talk. After questioning myself, I realized that beyond wanting recognition, I had an important message to share. I began working with my TEDx coach again and focused on distilling this incredibly life-changing information into a ten-minute presentation called "The Secret to Successful Romantic Relationships." For nine months, every day, I worked on my TEDx Talk, and this time I was selected.

Unfortunately, as the COVID-19 pandemic was sweeping the planet, I had to present to an audience of filmmakers on a closed film set with no one else to engage but the cameras. There was no immediate response to help me gauge if my talk was landing well: no applause, no laughter, no smiles.

As I sat on my couch two weeks later watching the edited video, I wanted to cry. Although I'd successfully delivered a speech, I had no emotional feedback from an audience, and I wanted that feedback—badly. Thankfully, my sisters sent flowers, my team sent a charcuterie board, and Kris kept telling me how amazing I was. Now that's the type of response someone with the Achievement Emotional Magnet needs. That and some meditation retreats.

Whatever Emotional Magnet you identify with most, you have to take on the responsibility for your emotional welfare. But your partner can make your life much better if they understand and support you on your journey, just like Kris did. The two things Kris did that helped me the most were to allow me to work on my goal relentlessly and to support me emotionally whether I was achieving or tanking. That, as a rule, is what us Achievement peeps need.

Achievers can be incredibly fun to be around as they break limits and travel to the ends of the world to reach their goals. They're constantly striving to be better and do better, and that includes their relationships, if that's a goal. They like breaking boundaries, including our own perceived limits. That's not to say that life isn't well lived if you never travel beyond your hometown's city limits. The important thing is that you do what you love, that your emotional needs are met, and that you're happy while challenging yourself to continually enjoy more of what life has to offer.

Reader Reflection

Now that you know what attracts and repels a person with the Achievement Emotional Magnet, here are some questions for you to think about:

- Can you think of a situation when you were irritated by someone's need to sacrifice everything to reach a goal? Do you think that this need clouded their judgment or perhaps affected their life detrimentally in other ways?
- How has your desire to achieve impacted other areas of your life?
- Have you or has someone you know gone down in flames after experiencing failure?

5

Value



FOR this next Emotional Magnet, let's move away from my family, friends, and clients and take a closer look at a public figure.

Samuel Moore Walton (1918–1992) was an American entrepreneur who founded the retail chains Walmart and Sam's Club. Walmart Inc. would go on to become the largest private employer in the world and the world's largest corporation by revenue.

In my opinion, Walton's main Emotional Magnet was Value. He drove a pickup truck and did not believe in a showy lifestyle, even as he became very wealthy. When he travelled, he stayed in economically priced hotels, and he ate at family restaurants. In his autobiography, *Sam Walton: Made in America*, Walton shares stories about his multiple Value-based decisions when creating Walmart.

Walton and his employees believed in the value of a dollar and providing low-priced and high-quality products. His main aim was to save people money. Walton was convinced that every time Walmart spent a dollar foolishly, it came out

of the customers' pockets. And he didn't want them to waste their money or time coming to his stores for bad deals.

Walton's career didn't start with Walmart or with a focus on saving people money. His first job in retail was as a management trainee for JCPenney, earning \$75 a month in 1940. One day, JC Penney's CEO, James Cash Penney, visited the store and showed Walton a simple cost-saving technique. Penney showed him how to tie and package merchandise with far less twine and paper than usual and still make it look nice. This made an impression on the young trainee. He could see the value in saving money this way (I didn't intend to create that pun, but it happened and now I like it!).

In 1945, Walton came to own his first variety store (a Ben Franklin franchise) in a cotton and railroad town of seven thousand people, Newport, Arkansas. It wasn't long before he departed from the franchise promotional program to experiment on his own. Not surprisingly, he looked for more and more innovative ways to save his customers and his operations money. He worked hard to create outlandish promotions and would negotiate with manufacturers to establish direct purchasing by cutting out the middleman. He'd get into arguments saying, "I want to buy these ribbons and bows direct. I don't want you to sell these to Butler Brothers and then I have to pay Butler Brothers 25 percent more for them." Walton used the same tactics when he started Walmart.

Interestingly, Sam's wife Helen's main Emotional Magnet appears to have been Safety. Early in their marriage, she told him that she would go anywhere he wanted as long as he would not ask her to live in a big city. She said that ten thousand people in a town was enough for her. Respecting her emotional needs, any town with a population of over ten thousand people was off-limits for the Waltons. This resulted in the initial small-town strategy that made Walmart so successful years later.

The early practices and philosophies that Walton put in place back then still prevail at Walmart today. Walmart is always looking for offbeat suppliers, sources, and special buys to increase their customers' purchasing power. Walton's emotional need for Value drove him to fiddle and meddle with the status quo in retail by searching for more value, ultimately creating a successful, competitive discounting retail strategy.

The VALUE Persona

Are you or is someone you know...

- ... a person who refuses to go anywhere unless they first know what it will cost in time and money?
- ... a person who researches extensively to sleuth out the best cable, phone, and internet package and then arranges one monthly payment charge to the credit card just to get the points?
- ... a person who gets credit from the boss for having invented a new and much more time-efficient system for just about any procedure at work? Think Tim Ferriss—the man who invented the concept of the four-hour workweek.
- ... a person who understands the meaning of quality and never buys anything that isn't of the absolute highest quality?
- ... a person who knows the difference between the fabric that will withstand a hundred washes and the fabric that will only last three washes before it starts to fade?
- ... a person who never befriends anyone until after they've had a meaningful exchange?

- ... a person who arrives early to the restaurant and orders before their dinner guests arrive, just to take advantage of happy-hour pricing?
- ... a person who detests waste, such as throwing out food that has spoiled before it could be eaten?
- ... a person who is keen to ensure their efforts produce future worth for themselves or others, whether that's through investments, business succession, or increasing property value?

Be it for love, experience, or money, if you are attracted to value, you are constantly evaluating and calculating the potential return on your investment of time and money. A dollar isn't just a dollar to you. No, it's something that can either be spent on a piece of candy or accrue interest if put into a bank. And when combined with other dollars, it can be put into ventures resulting in a massive return on investment (ROI), if you invest wisely, that is. Similarly, a second isn't just a second. It's something, if invested wisely in doing research or in laying the groundwork for a business, that will pay off big in the end.

You are drawn toward anything that provides growth and minimizes waste. Time-saving systems and processes, as well as growth-driven companies, are things you understand.

You also understand the value of quality. You know the difference between regular linen and Egyptian cotton, between a Ford and a Maserati. And once you buy something—or buy into something—you look after it. A property you own will be spic and span, your car will be meticulously looked after, and your friendships will be well tended to.

For you, legacy is important. You want to leave something behind that's worth something to those you love and/or to the world at large.

People driven by Value are your best friends when starting a new enterprise or weighing the pros and cons of buying a house. But they may be challenging to deal with when you're planning a date night; they may insist on finding out if the restaurant you want to go to is truly worth the investment. Otherwise, they'd prefer to eat at home or go to another place that provides better value—maybe because it's super affordable or the food is incredibly high quality. If they are going to be paying a lot, it better be a Michelin-star experience!

For those people who do not have Value as their main Emotional Magnet, all this fuss over a restaurant may feel a little intense—after all, it's just a dinner date! You just want to relax and have a good time. To Value-driven people, on the other hand, it doesn't make sense to go on a dinner date unless they get significant worth out of it.

Recognize yourself or someone you know? Read on to get more juicy details.

VALUE Motivators

The four main motivators for people drawn to Value are **worth**, **growth**, **preventing waste**, and **significance**.

Questions you ask if you have the VALUE Emotional Magnet:

- Is this worth my effort/time/money?
- Is this efficient?
- Can I save money with this choice?
- How can I benefit and grow financially from this?
- What will I get in return for my time and money invested?

Worth

- You are constantly calculating the worth of things.
- You only invest your time in things you think are worth it.
- You want a good return on your financial investments, whether that's paying for a new car, a dinner at a restaurant, or stocks in a company.
- You desire to increase your worth, make money, and grow your wealth.
- At work, you need to be satisfied with your pay rate and must be rewarded for your efforts—you don't work "just for the fun of it."
- You want to make money or receive its equivalent in rewards, property, or possessions with as little effort as possible.
- If you consider a person, job, or other effort worth your time, you will greatly value it/them.

Growth

- Whatever you do, you need to feel that it provides growth.
- You are focused on saving, gaining, winning, investing, and earning money that will keep growing.
- You desire property ownership and a good economy.
- If investing in a company or developing an idea, you need to see not only that it solves a problem or is fun to work on but that it has potential for future growth.

Preventing Waste

- You do not like wasting your time or money.
- If you don't see the ROI, you won't touch it, whether that's paying for an experience, a possession, or making an investment of any kind, such as building a friendship.
- You work hard to keep your property and possessions in good condition.
- If you are running a business, you are mindful that no resources are wasted.

Significance

- Everything you do or buy needs to have some sort of significance. "What value does this provide me?" and "Does this have significance?" are two of your guiding mantras.
- You like it if the things you do are significant to others or are things you consider significant to yourself.
- You are driven to create a legacy from your accomplishments and monetary success.

VALUE Speed Bumps

Got your seatbelt on? Ready for the speed bumps for Value? Good. You're in for a bumpy ride. Have I won the award for the cheesiest line ever yet?

Fear of Loss

- You fear unexpected expenses, a loss of money, and property damage. This kind of fear can be stressful and prevent you from taking action.
- Your fear of losing what you have can lead to penny-pinching instead of enjoying whatever success you've achieved.
- Fear of loss can also propel you into action at the wrong time as it is hard for you to pass up a good bargain for fear you will lose the deal to someone else.

Short-Term Reasoning

- Your natural tendency to choose the most time-saving or cost-effective DIY solution may end up costing you more time and resources in the long run. This also goes for investments in personal relationships. Going out for a date night at a restaurant when you could just stay at home and eat better food doesn't make sense to you. But investing that extra time and money may lead to experiences that create better relationships.

Selective

- You are selective when it comes to who receives your time and money. However, once someone makes the list, you truly value having them in your life and can be extremely generous to them.

How VALUE Behaves in Different Scenarios

As with the other Emotional Magnets, let's explore the same scenarios to see how a person with the Value Emotional Magnet behaves. Perhaps you'll recognize yourself or others in your life.

Meeting New People

You do not like wasting your time on meaningless chitchat. Instead, you deep dive into getting to know people and ask yourself if they are truly worth your time and effort. You may revisit this question after the interaction, too, before deciding whether to see the person again or not.

When Asked a Favour

If someone asks you for a favour, you will consider how much time, effort, and money are required. If you feel there is enough value in doing it, such as helping someone you want to keep in your life or helping a person you know will pay you back, you will grant the favour.

Planning a Road Trip

Before embarking on a road trip, you'll calculate the most time- and cost-efficient route. Should that mean you have to cut out one stop, then so be it. You may even consider skipping the driving part and catching a flight to your destination, if you think that will save you time or money, or both.

Buying a New Home

If a sales agent is pitching a new home to you, you start paying attention the moment they talk about anything in the house that will save you money, such as a solar energy system or insulation that reduces costs. The overall quality of

the home is also important to you. You don't mind paying for quality if you have the money to do so. Of course, you prefer it if you get a good deal! You also ask questions and do meticulous research to determine if the home is likely to bring a return on investment in years to come.

Engaging in Social Media

You don't enjoy posting on social media, unless it is to gain clients or build a following for your blog. If you do post on a personal account, it's something that will benefit your family or something you believe to be high-quality content. You do a quick scan of the feeds to see if anything is of value to you (e.g., the most popular subreddit with the most upvotes).

Dealing with Surprise House Guests

If a surprise house guest shows up on your doorstep, you wonder how on earth this happened to you. You're likely to think it will negatively impact your plans and to see it as a waste of your precious time. However, if you truly love the person who has shown up on your front porch, you might see it as an investment worthy of your time, even if you do not feel like socializing at the moment or don't have the time to do so.

The VALUE Emotional Magnet in Action

Recently I arrived home late from the office and felt like ordering in dinner.

“Kris, are you okay if we do SkipTheDishes tonight?” I asked.

“Sure, why don't you pick a restaurant for us?”

I scrolled through the listings on the SkipTheDishes app for a while before I landed on an option I knew he would enjoy. “How about Freshii?” I asked, confident he'd say yes. He knew the menu, so his need for safety would be appeased.

“No,” he said shaking his head. “I can’t do that.”

“Wait, what?” I asked him. “You love their burritos.”

“Yes, sexy, I do, but it’s three blocks away.”

At first, I stared at him like he was an alien, then I had a mental download—Kris’s other main Emotional Magnet is Value. I leaned in and kissed his cheek.

“Of course, you don’t want to order from Freshii. It’s just three blocks away and too close to validate the expense of a driver. You, or I, or both of us could just walk over there and pick it up. But out of curiosity, love, how far away does it need to be to validate the expense of having it delivered?”

“At least a twenty-minute walk away,” he said, brightly.

“Okay,” I said, nodding.

“What will it be—ordering delivery, or picking it up from Freshii?”

“I’m feeling lazy. Let’s go with delivery!”

Before my discovery of the four Emotional Magnets, if one of my partners had had this conversation with me, I’d have written him off as annoying, or possibly insane. When you want food delivered to your doorstep, you want food delivered to your doorstep! If the food you want happens to come from a restaurant that’s only a few blocks away, then so be it! Why order food you might not want or like from another restaurant just to make the delivery cost worth it? To my Experience-driven brain, it makes absolutely no sense. But Kris’s Value-driven thinking has him believing that since we can go to our local restaurants any day, if we are going to pay for delivery, then the restaurant must be far enough away from our home to make it worth paying for, and especially since it’s not the most environmentally friendly choice either.

When you understand why someone emotionally makes the choices they do, it becomes harder to judge them and easier to empathize with and accommodate them.

Reader Reflection

Now that you know what attracts and repels a person with the Value Emotional Magnet, here are some questions to ask yourself:

- Do you recall a time when you were taken aback by someone's strong need to find a deal and save money?
- Has your need for your time to be valued caused conflict in your relationships?
- Do you know someone who is seriously devoted to wasting less and saving more? How has that impacted your relationship with them?

Experience

.....

ONE Christmas, I was looking for a new and exciting way for Kris and me to celebrate the holidays (go figure!). While looking online, I stumbled upon an event called Carol Ships. Carol Ships is a festival of light that takes place every year in Vancouver. (Carol Ships is no longer an organized event since 2017, but it still takes place informally.) For this festival, ships that are dressed in lights cruise along the coast as onlookers delight in the festive atmosphere. My parents used to tell me about going down to the beach on cold December nights to watch the parade.

Intrigued to see the spectacle for myself, I was excited to find tickets for one of the boats. We wouldn't just see the parade—we'd be part of it! I immediately booked the tickets and couldn't wait for the event to take place.

On the evening of the occasion, we went down to the harbour and boarded the yacht. I thought it was weird that the ship was not super dressed up with lights, but it still looked pretty. However, when the yacht pulled away from the dock and the waitress started passing out Christmas song lyrics,

I realized I had bought tickets for a Christmas singalong! As you've no doubt guessed by now, this was a boat for carol singing, not a ship in the Carol Ships parade.

As singalongs are not our thing, we grabbed some drinks and went up to the top deck to cuddle while viewing the city lights, instead of the lights of the Carol Ships. It was a novel experience, just not the one I'd had in mind!

The EXPERIENCE Persona

Are you or is someone you know...

- ... a person who is always reading, listening to podcasts, attending webinars, and taking courses to learn new skills and hobbies?
- ... a person most likely to board a flight to anywhere on a whim, without having any accommodation booked upon arrival and possibly no health insurance either? Are there jobs they were supposed to get before boarding the plane but were entirely missed as there was no preplanning?
- ... a person who will, no doubt, entertain the entire family with stories of their wild escapades or, at the very least, fabricated tales at the next family gathering?
- ... a person who would like nothing better on a date than to be taken blindfolded to a wildly unique destination, an experience that will create memories and stories for years to come?
- ... a person who will, invariably, improvise with every recipe in a cookbook? That is, if they're not just making up their own dishes to start with.
- ... a person who will start yawning if their boss isn't asking them to do something new every month (or week) at the

office? Potentially, they are the entrepreneur creating groundbreaking change.

... a person who will help their kids turn the tedious grocery store trip into an imaginary *Amazing Race* competition?

Inventive. Impulsive. Forward thinking. Always learning. Driven by change. Jumpers of several ships. These are all things that can be said about those who are driven by the emotional need for experience. Now, let's have a closer look at them, shall we?

Did you hear about the guy who moved to the Bahamas to run a small surf school, chase waves, and sip drinks every evening while watching the sunset? He took a break in the off season to travel the world while the rest of the people his age were busy paying their mortgages and working their way up the corporate ladder.

This guy is more concerned about experience than anything else. His life has been set up to provide wild, fun, interesting, and beautiful experiences. He's driven to explore, and he's filled with curiosity. You might find him in the Bahamas teaching surfing, or you might find him in Silicon Valley running a start-up that's disrupting one industry or another by providing customers with a new experience.

Curious, forever questioning the status quo, and always up for a new adventure, those driven by the Experience Emotional Magnet can be like a wild wind blowing through town, or your life. Chances are, things are rarely dull when they're around.

If you can't stand spontaneity, you will find them hard to handle. Their constant need for change and new experiences can drive anyone (including themselves) up the wall. And possibly leave some debris as they tear through town.

On the other hand, they often change the world around them for the better with their wonderfully inventive

experiences, whether they create amazing themed dinner parties or set up, say, a global enterprise, like Richard Branson who founded Virgin. Now, there's a guy interested in experience! They are creative souls, whether their vision comes out in organizing Excel spreadsheets in new ways, coming up with new dishes for dinner, creating imaginative experiences for their family, or working on set designs.

Are you, or is someone you know, driven by Experience?

EXPERIENCE Motivators

If Experience is your Emotional Magnet, you are motivated by **curiosity**, **progress**, **desire**, and **creativity**.

Questions you ask if you have the EXPERIENCE Emotional Magnet:

- Why? (For everything!)
- What's something new or different that I can try, learn, do?
- How can this be changed?
- What's something creative I can do to deliver an impact?

Curiosity

- You are very inquisitive and need to have your curiosity addressed.
- You are always willing to learn and continually find ways to improve and develop yourself/your skills.

- You are a natural connector and enjoy meeting new people. You have stimulating conversations with just about anyone on any subject because you are genuinely curious to learn about them and their opinions. However, the conversation needs to be interesting and fast-paced enough to keep your mind moving!
- You have a spirited sense of adventure as you are driven to explore new experiences in life.

Progress

- You enjoy change and are very adaptable, no matter the situation.
- You respond to novelty and originality and adore progress.

Desire

- You need to feel inspiration to take action or to be continually intrigued by a person, job, or situation in order to stick around.
- You are motivated by the dreams you seek to fulfill.
- You need to be romanced and feel desire bubbling inside you to take action.
- You demonstrate higher than average aspirations in romance, and if your personality leans toward adventure, you may also desire adventurous sexual experiences.

Creativity

- Your imagination is a playground.
- You love to create and imagine new possibilities.

- Creating and sharing memorable moments is very important to you.
- You are usually the one making creative suggestions, presenting unique perspectives, or offering innovative ideas.

EXPERIENCE Speed Bumps

As people driven by Experience tend to be forces of nature, they also have some rather interesting speed bumps to deal with.

Impatience

- You love new experiences, but you can be impatient when it comes to attaining them.
- Your eagerness for your next adventure or memorable moment can minimize your focus on the present moment.
- You often grow impatient quickly, especially if you do not see progress.
- You easily tire of monotony, sameness, and routine, and avoid habits and routines that bore you. Even the necessary ones can make you impatient.

Impulsivity

- You may make decisions based on your instinct, intuition, or gut feeling, which can be more reflective of your fears or past failures than your real intuition, and therefore can lead to adverse outcomes.
- You sometimes create chaos with your trailblazing adventures that may have been avoided with more

thought and investigation, or simply by a moment of silent meditation, to figure out if doing something rings true.

Lack of Focus

- Your need to continually move forward sometimes means you can't focus on just one thing, or that you jump ship on something before completion.
- You can get involved in too many things at once and become overwhelmed.
- You can tire of an experience if it stops being interesting and you drop it, even forfeiting long-term benefits.

How EXPERIENCE Behaves in Different Scenarios

Let's look at some different scenarios in which you can recognize yourself and others who are Experience-oriented.

Meeting New People

Meeting new people is one of your strengths as you're naturally curious about others and love novelty. You tend to initiate conversations and easily interact with others. But if you fall on the shy side of the spectrum, or simply had childhood experiences that made you somewhat insecure (and driven by Safety when interacting with others), you shine in more personal settings where you open up and show your curiosity.

When Asked a Favour

You see favours as a way to create a new experience and get a unique story to tell others. Most likely, you'll go above and

beyond the expectations of the person asking the favour to create a little bit (or a lot) of extra pizzazz.

Planning a Road Trip

You like to get as many great experiences out of a trip as possible! You are focused on finding exciting hotels or Airbnbs that will make your stay an experience, as well as finding adventures along the way—be it visiting a hot spring or a museum or finding places to stop for picnics. You will also consider how to make the most out of the time spent in the car, with conversation, games, and snacks.

Buying a New Home

For you, a home is about the experiences you will have there. Does the lighting feel right? Is the living room a place where you can see yourself relaxing after a long day or entertaining guests? Are there epic views? Does the home give you a certain feel, such as you'd get with a cozy log cabin, an ultra-luxurious penthouse in the city, or a stunning beach house?

Engaging in Social Media

You tend to engage in social media because you see it as a platform to share experiences and knowledge. You're likely to share affirmations, unique experiences, special occasions, your creations (if you make art, for example), and celebratory messages. You are usually keen to engage your followers by responding to comments.

Dealing with Surprise House Guests

You love creating experiences for people in your home, but you may be annoyed at not having sufficient time to prepare special events, or to present your house in the best light.

However, you will go full out creating a spur-of-the-moment experience and make the guests' stay memorable, by whipping up a special meal or beverage, putting on music, lighting candles, playing a game, taking them on a tour of the city, or whatever else you can think of that might entertain the guests.

The EXPERIENCE Emotional Magnet in Action

When I was working on this book, my story editor, Maria, shared how she wished she and her father had known about Emotional Magnets when she was younger. She said if they had known about each other's emotional needs, it might have prevented much of the suffering and heartache they endured in their relationship.

Many years ago, when she phoned her father to tell him that she planned to pivot from studying to become a doctor to training to be a filmmaker, the line went silent. For weeks, maybe even months, her father couldn't sleep because her decision unnerved him so much. And then his incessant criticism began flowing.

"It's an unstable profession. It's hard to make a living at it. You'll be throwing your future away. All those good grades for nothing. Have you considered becoming a journalist instead? The competition is too hard in film. The chances of making it is one in a thousand, if that." That Maria eventually ended up living in seven different countries didn't make it any easier for her father, who just wanted his daughter to be safe and financially stable.

Most parents want their kids to be safe, happy, and to have a secure life. But when a parent who is driven by Value and Safety has a daughter who values Experience more than

anything else, this may be downright frightening for the parent. All that uncertainty, the bad pay, the insecurity, and risk appear to be overwhelming obstacles. Still, when a parent knows what to do if the Experience Emotional Magnet is the driving force in their child, they are afforded the opportunity to create a connection rather than a rift.

Years later, realizing that she was emotionally driven by Experience and that her father's emotional magnets were Value and Safety, Maria felt more empathy for his reaction. She finally understood what had unnerved him and prompted his criticism. Today she wishes her father might have approached her differently and had said, "I understand that you want to become a filmmaker, and I will support your decision. I know you're an incredibly talented artist and dancer. Together, let's look at some good schools and see if we can chart the best career path. After graduating from college, what are the best internships you can get? And if you want to freelance as a director, what work would be suitable in between? Do you need training for that? How can we make this work?"

Maria feels that if their conversation had gone like this, it may have prevented her from slogging through years of dead-end jobs before she found her footing. But, at the time, Maria didn't understand why her father was so unhappy with her choices. Sadly, she felt that he never accepted her for who she really was.

Maria's emotional need for experience often derailed her life. As soon as she saw a new experience, she felt compelled to try it. That's precisely the reason she chose filmmaking; she could experience something new with each film. She wanted to make art, but she wanted an art form that gave her an exacting way of capturing life and, at the same time, complete freedom.

The thing with Experience-driven people is that they will be miserable if their desire for change, learning, and new experiences isn't satisfied. You cannot force them into a routine job and expect them to thrive. Their spark will dim and slowly fade away. You can, however, help them make their experiences possible by adding value, safety, and achievement to the mix.

Reader Reflection

Now that you know what attracts and repels a person with the Experience Emotional Magnet, here are some questions for you to reflect on:

- Do you know anybody, a friend maybe, who is constantly creating innovative and memorable ways to connect?
- Are you or someone you know always looking for ways to grow, learn, and enjoy life to its fullest?
- Are you pleasantly surprised or overwhelmed by the flurry of ideas from an Experience-driven person?

Now that you understand how the Emotional Magnets reveal themselves in people and what factors drive or trip them up, you can use them to create or strengthen the connection in your own relationships. But first let's figure out what *your* emotional magnet is!

Part Three

**FINDING
YOUR
EMOTIONAL
MAGNET**

The Emotional Magnets Assessment Quiz

.....

PRETTY interesting stuff, eh? In this section of the book, we're going to make you Magnetic. Now that you've read all about the Emotional Magnets, it's time for you to take the quiz and find yours!

This quiz is a tool that explores how you make decisions to arrive at your main Emotional Magnet. But it can also come in handy when presenting the idea of Emotional Magnets to a partner, colleague, family member, or friend. Most people are keen to find out about themselves but less keen on having others tell them this information, especially if the relationship is a disagreeable one.

We've all been there, right? We've all discovered some incredible new tool that we want the world to know about, but the world may not have been all that receptive, particularly if we're perceived to be shoving it in their faces. Remember Bill, the guy who'd been with a company for thirty-plus years (p.39) and didn't think he needed a communication

workshop? Nobody likes being told they must attend a workshop, especially if they think it's because they're flawed or not meeting necessary standards.

But if you tell them you've done a questionnaire and found the results mesmerizing, people become curious. They want to find out for themselves. After all, most of us think our own sweet self is the most intriguing and important thing in the world! And once people get the quiz results and start recognizing themselves, they can't help but be impressed. When that happens, they will be more open to the entire concept—to the idea of learning more to improve your relationship with them or their role within the company, family, or group of friends. The critical thing to remember is to make them curious about the idea of Emotional Magnets instead of making them feel that they need help.

Don't worry if you can't get someone to do the quiz, though, because this book provides you with clues to figure out what someone's main Emotional Magnets are. The previous chapters gave you a comprehensive idea of the different Emotional Magnets, but there are also clues in people's language and behaviour that will help point you in the right direction—and fast. Take it from my experience having to teach this skill to countless people: this process is neither complicated nor time-consuming.

An unexpected bonus about the quiz is that it can also help you find out what you are the least attracted to—Safety, Value, Experience, or Achievement. For example, you might discover you are the least attracted to Safety and Value. But if you are house hunting, say, wouldn't it be helpful to get the opinion of someone who's driven by Safety and Value before making a decision? Most likely it would! Although the house might offer a great experience and be the showpiece of the neighbourhood (Experience and Achievement), you might

want to ensure that it is solid and built to last (Value). And you will probably want to consider other practicalities as well, such as whether it's close to your work and what the upkeep will be like (Safety).

You can learn a lot of things from people with different Emotional Magnets from you. It doesn't hurt to learn from Achievement types when you need to mingle, or those with the Experience profile when you travel. Asking for help from those with opposite Emotional Magnets than you can help open your eyes to new and useful ideas, things you may have missed out on in the past. It also helps to learn about the Magnets that are the most foreign to you, so you can communicate with people who are driven by those Emotional Magnets.

All right, let's get down to business, shall we?

Answer the 22 multiple-choice questions below by circling or ticking the answer that most resonates with you. Or, if you wish, write down the answer (a, b, c, or d) on a piece of paper. Then tally up your score and get ready to discover your personal Emotional Magnet(s)!

1 How important is saving or making money to you?

- A Important. It provides me with a feeling of security.
- B Important. Money helps me buy what I want and deserve.
- C Very important! It is essential to save and invest for my future.
- D Not very important. Money is a means to an end for me. I have a love-hate relationship with it.

2 When you start your day, what do you typically think about?

- A My health, current work situation, and making today and life, in general, easier.
- B What to wear and what to eat, as well as events I am attending and people I will see today. I may also check how many likes my latest social media post got or consider how to best hit my goals today.
- C How I can save or make more money, and how I can optimize my time today.
- D My passion projects, a future vacation, developing a new skill, what I'm learning about right now, or an upcoming event I'm super excited about.

3 How would you describe your appearance and style?

- A I have a style I'm comfortable with, but it's still a work in progress. I spend time on my appearance when I can or need to. As I age, it's becoming more important to me.
- B Very stylish, or suitable for what I do for a living. I am aware of current and popular fashion and grooming trends. My wardrobe is very important to me, and I like being complimented on my appearance.
- C Practical. I don't take long to get ready in the morning. I'm happy with my clothes and usually only buy new items when I need them.
- D Somewhat stylish. I think my wardrobe is okay. I tend to dress to suit my mood or desired experience. I like getting creative with it; I don't just wear what others wear.

4 How do you feel about giving your opinion?

- A I will give my opinion when I am asked for it.
- B I give my opinion often, and usually people take my advice.
- C If I think I have valuable advice, I will share my opinion.
- D When I give my opinion, which does happen rather frequently, I like to either paint a picture or mould it into a story to really illustrate my point.

5 When you make an error or mistake, what is your reaction?

- A I will fix it and try to minimize the chance of the same mistake happening again.
- B It rarely happens, but when it does, I fix it quickly.
- C I am irritated. The correction will require time and energy.
- D I work to resolve the issue and see how I can learn from my mistake.

6 What is your definition of success?

- A Success is having security and peace of mind in my life.
- B Success is having the option to do and acquire whatever I want, being paid well for my skills, and having people acknowledge my efforts and admire me.
- C Success is being financially independent and creating a legacy for future generations.
- D Success is the freedom to love, create, and learn.

7 How often do you try new experiences?

- A Rarely. I usually need to be convinced that it's worth my time and effort to be away from my loved ones.
- B Sometimes. It depends on whether I know and like the people who will partake in the experience, if it will help me further my career/goals, or if it will be an excellent story to share.
- C Occasionally. I need to know all the details and weigh the benefits when it comes to both time and money.
- D Often. I enjoy learning about and trying new things.

8 Which of the following scenarios concern you the MOST on a day-to-day basis?

- A Being diagnosed with a disease or being unable to do what I enjoy doing.
- B Not getting credit or kudos for my work, skills, or appearance.
- C Losing my job or not being able to afford my living expenses.
- D Being lonely, bored, and getting stuck in a routine where everything feels the same.

9 When are you MOST likely to criticize others?

- A When a person has made things difficult or unsafe for me.
- B When a person doesn't care about their appearance or health, or does something stupid.
- C When a person wastes my time and money.
- D When a person is not willing to try new experiences.

10 How do you feel about aging?

- A To age well, I try to make good choices to stay healthy and avoid injuries and illnesses.
- B I am not a fan of aging, so I do my best to take care of my body and overall appearance. I prefer to stay looking young or, at the very least, radiant!
- C Aging is a part of life. What's important is what I do now to create my legacy for the future.
- D I think of aging as a collection of life experiences that forms who I am and how I impact others.

11 Which sentence MOST describes how you feel about your family?

- A There is nothing more important than my family and our survival.
- B The opinions of my family members and my community are very important to me.
- C I work hard to provide for my family, so they have what they need—now and in the future.
- D My family is not perfect, but I enjoy spending time with them and celebrating the special moments in our lives.

12 Please select the option that best describes how you feel about change.

- A I don't like change. I like stability and structure. I usually need to be convinced that any change is a good idea.
- B I'll only agree to change once I know how the change will directly benefit me.

- C I don't mind change if it has a specific purpose or desired outcome, and if the time it takes is worth it.
- D Bring it on! I love change. It keeps things fresh and evolving.

13 When you are planning a vacation, which of the following factors is the MOST important to you?

- A Location. I need to feel safe and know that my belongings are secure wherever I am.
- B Good reviews. The destination needs to have excellent reviews from prior vacationers or peers I look up to/respect.
- C Cost. I must stay within my budget, and I expect excellent value for my investment (be it large or small).
- D Things to do. My plan needs to include great hotel amenities, excursions, and events.

14 What level of priority do you place on your health and well-being?

- A Top priority. Without our health, we have nothing.
- B Important. I need to look and feel healthy, and I like to lead by example by showing others how to stay in shape.
- C Should be higher. I know my health should be a priority, but I have a hard time finding the time to focus on it.
- D Not a high priority. I sometimes focus on my health when I need to do a cleanse or alleviate stress.

15 How do you feel about expressing appreciation for others?

- A If someone helps me with what I need or makes my life easier, I feel compelled to show appreciation.
- B I show appreciation when I feel it is deserved. Nowadays, people get acknowledgement for just showing up!
- C I appreciate people who help me save time or money, or improve the quality of my life in one way or another.
- D I tend to show appreciation for people who create memorable experiences.

16 What makes a great date night for you?

- A Going to a restaurant or bar that I already know will provide us with a great experience. I don't want anything unexpected to pop up and ruin the date.
- B Going to a trendy place that offers a cool vibe, especially if I've heard about it on social media, from others, or in the press.
- C Somewhere that delivers a quality experience at an affordable price.
- D Something fun, adventurous, or something I haven't experienced before to add a bit of a thrill.

17 How do you like to be rewarded at work or within an organization, after accomplishing a goal?

- A I like to hear that I'm an appreciated member of the group and that my future within the organization is secure. It doesn't hurt if they increase my salary or add to my retirement fund.

- B I love it when I receive an award or when I'm acknowledged for my efforts. I also like monetary perks, as well as invites to fancy events and exclusive membership clubs.
- C A good bonus or salary increase does it for me.
- D I like hearing how I made an impact on others. I also like receiving perks that make my work more enjoyable, such as travel opportunities, fun projects, free weekends getaways, cool career development opportunities, or complimentary spa treatments.

18 If trying out a new restaurant, what's important to you?

- A I like knowing what the menu options are, being able to book a table ahead of time, and reviews that confirm that the place offers good food and ambience. I like knowing what I'm getting.
- B I like exploring the new VIP spots in town, or venues that offer a unique or luxurious experience, and preferably places that people I admire/respect have recommended.
- C I like to know that the menu and ambience is as promised. I don't mind a cheaper experience if the price tag is great, but if I pay more, then I want a high-quality experience. Nothing is worse than paying for a service you don't receive!
- D I like trying something new, unusual, or going to a place that offers a cool ambience.

19 When you chose your career, what was MOST important to you?

- A Knowing that my profession would provide me with a stable career in a secure company/industry.
- B Knowing that my career would allow me to overcome challenges, be a leader in my industry, and become accomplished at and acknowledged for what I do best.
- C Knowing that my career would allow me to grow, increase my earning capacity, and leave something for my descendants. I needed to know I'd get something back for my efforts.
- D Knowing that my career would provide me with the experiences I desire the most and allow for continuous creativity and learning.

20 How do you feel about routine?

- A I love it! It makes things easy.
- B I don't mind it, so long as it allows me to get to the places I want to be in life.
- C I appreciate it if it's an effective routine that optimizes my time and allows me to grow.
- D Although I don't mind having certain routines, I detest it when my life turns into a routine. I need to experience new things and get excited by new challenges.

21 What's the best way of getting you interested in something?

- A Telling me it will be safe and easy to do and that I'll get to spend quality time with my family.

- B Presenting it as a challenge.
- C Showing me what exactly is required from me and what I'll get out of it in return.
- D Telling me it is going to be a fun adventure.

22 Your colleagues decide to sign up for a local run to raise funds for charity and include you in the team. You prepare by...

- A Purchasing a pair of shoes that will ensure my feet don't get injured, jogging part of the way to make sure I won't have a heart attack, and meticulously researching the route so there are no surprises.
- B Downloading a jogging app, training to become fitter than I've ever been before, and setting a goal time to complete the run.
- C Figuring out the fastest way to become as fit as possible and investing the least amount of time to ensure that I enjoy the experience.
- D Volunteering or participating in training walks that lead up to the big event day. The journey to the race is just as important to me as the day itself.

Once you have answered all the questions, record the number of responses for each letter in the spaces below. Match the letters to the Emotional Magnets below. The category that you have the highest number in is your main Emotional Magnet. By the same logic, the category you have the next highest number in is your secondary Emotional Magnet, and so on.

A _____ B _____ C _____ D _____

A = Safety

B = Achievement

C = Value

D = Experience

Once you get your results, I suggest you go back and reread the chapters that deal with your main Emotional Magnet(s). Do the same when you find your partner's or someone else's with whom you want to create a great relationship.

Your Quiz Results

Have you come to terms with what you discovered in the quiz? Did it inspire you to learn more about yourself and how to satisfy your emotional needs, as well as how to overcome your speed bumps?

Once you've learned more about what motivates you and how to be mindful when choosing new experiences and making decisions, you can begin to understand what role Emotional Magnets play in your relationships.

One of my workshop participants, Zara, shared what happened when she and her partner, Anil, learned about their main Emotional Magnets. Zara chose to take the Emotional Magnets workshop when her marriage of eight years was in turmoil, and she needed help communicating better with Anil. She and Anil had been experiencing communication issues for a few years and were deliberating ending their marriage.

The evening after the workshop, Zara shared her quiz results with Anil and encouraged him to take the quiz. She assumed Anil's main Emotional Magnet was Achievement because she thought that was the profile that best described him.

He was an impeccably dressed, goal-oriented man, who had achieved great success in his career. Surprise, surprise—the quiz results identified Anil’s primary Emotional Magnet as Value, and his secondary one as Achievement!

Zara and Anil discussed how Anil’s attraction to Value had dominated his decision-making at work and at home. Zara explained that learning this helped her understand why he made the choices he did in their marriage. As Experience was her main Emotional Magnet, there was no question that their different emotional needs fuelled fights.

After learning about Anil’s two main Emotional Magnets, particularly Value, Zara understood his constant need to buy price-reduced items when shopping and his quick temper when he felt he’d wasted his time. Empowered by this understanding, Zara found that she had more empathy for him and looked forward to a deeper level of communication in their relationship.

We are often quick to judge or feel rejected when someone doesn’t want or value the same things we do. Two people in a relationship rarely have the same main Emotional Magnet, so understanding and communicating is vital when building a healthy partnership where everyone’s needs are met. Honouring each other’s Emotional Magnets not only deepens our respect for one another but also makes decision-making easier. When I ask Kris what he wants to do on a Friday evening after a long week, I am aware of his emotional needs, which revolve around Safety. I know he will likely prefer to stay home, kick off his shoes, and collapse onto the couch, curled around the dog and me.

As I enjoy having new experiences, I haven’t stopped proposing them—just not always on Friday night! When I propose something new, like a restaurant we haven’t eaten at before, I am mindful about gathering the information that

will help to make Kris's decision more straightforward and motivate him to accept my invitation. In short, I think about making a decision from his perspective.

With that in mind, I look at the restaurant's location and how easy it is to find parking. I look at the range of food options and menu prices. I see if we can make a reservation to minimize the risk of waiting for a table. I scan online for any proof of quality or reviews from raving fans. I share this information with Kris and await his decision.

If he still prefers not to go out, we will discuss how we can create a new experience in our home instead. Perhaps we will watch a new Netflix series, play a game of cards we haven't tried before, or attempt a new recipe together. We are respectful of each other's Emotional Magnets and consciously compromise to reach a mutually enjoyable decision.

This is all well and good for close relationships, but how do you figure out the Emotional Magnet of someone you've just met? Or someone whom you can't necessarily ask to take a quiz, like your boss (unless, of course, they're up for learning about better communication at work!)?

In the next chapters, you'll find out how to suss out someone's main magnet(s) using their decision-making strategies, and how to interact with them in such a way that the two of you become Emotionally Magnetic! (Hint: the above example with Kris shows you exactly how to target a message so it appeals to someone with Safety as their main magnet!)

Identifying Your Main Emotional Magnet

.....

AFTER taking the quiz, you have a good idea what your main Emotional Magnets are. But sometimes the quiz may point to one Emotional Magnet for your emotional needs and another one for your decision-making strategies, and you may find yourself uncertain as to which is your *main* magnet.

Most people do indeed have a little of each Emotional Magnet in them. We are attracted to all the Emotional Magnets to some degree. You may not resonate with Value very much, but of course you'd like your time to be well spent and to get a good return on your investments! You just may not think about it as much as someone with Value as their main Emotional Magnet. For some, the Emotional Magnets are more well balanced than for others. That doesn't mean you don't have one Emotional Magnet that you're more drawn to than the rest. You can refine your process by reviewing these points.

- Are there any patterns in the life decisions you've made? Your career? Your personal life? The homes you've lived in?
- Does one of the Emotional Magnets seem to form part of an overarching theme in your life?
- Look at the prompts in Emotional Magnet cues and clues (Chapter 9). What language cues would make you more likely to act?

If you still can't find a pattern, use a process of elimination: What Emotional Magnet would you give up on first if given the choice? Would you forgo incredible experiences, setting and accomplishing high goals, living a safe and easy life, or getting value out of your time and money investments?

You might be very driven at work (Achievement), but in your personal life you might be keener on Safety. Or you might be driven by Experience in general, but at work, you lean more toward Value. However, one or two Emotional Magnets are still the ones that drive your life at large. Some people may conceal their main Emotional Magnet at work if what motivates them is not welcome in the workplace. Or they might hide it at home if they think it displeases their partner or family.

One excellent way of discovering your main Emotional Magnet is to see how it shows up in the way you make decisions. For example, someone with Experience as their main Emotional Magnet is by nature spontaneous and continually seeking new experiences. Working at a large company driven by profit, they may dress and act the part of a Value-driven employee. However, they may still vote to use the most innovative new tools, or support the person in the office who drives the most change.

There is always a chance that you won't agree with your quiz results. Let me tackle this situation before I talk about decision-making strategies that reveal your main Emotional Magnet.

When Your Main Emotional Magnet Is a Surprise

People who have difficulty discovering their main Emotional Magnet(s) typically fall into two categories:

- The person does not want to be labelled and perceives themselves as an independent, intelligent, and free-willed thinker. This individual will resist the potential insight the quiz has to offer.
- The person might be in denial and doesn't want to accept their primary emotional need.

Elaine, a senior executive at a bank, fell into the second category. She emailed me her feedback after taking the quiz and discovering that her main magnet was Achievement. Although she agreed with the upside/positive aspects of the Achievement magnet, she vehemently disagreed with the downside factors—specifically, the need to share her opinion.

The truth is, we all have positive and negative aspects to our personality. We are also greater than the sum of our emotional needs. There's more to us than the need for new experiences or the need to know that our time and money are invested wisely. Our complex personalities are what make us who we are. To put it quite frankly, you can be a total jerk or a complete saint, no matter what your main Emotional Magnet is.

Many people think that those driven by Achievement have big egos. Some do, but it's not always so, and having a big ego doesn't make someone good or bad. Wanting to reach your goals and being acknowledged for your efforts isn't necessarily the same as having a big ego. Pride in what you do, yes. Ego, not always. Nor are Achievement people always obsessed with more success. That's just a misunderstanding. Let's look at two different people who have Achievement as their main Emotional Magnet as examples.

Nia is a coder who lives in her sweats. She's the proud creator of the most popular coding blog in Canada. Her mission is to create code for new educational apps that will change the future of education. She doesn't care about her looks but would be distraught to find that one of her blog posts had even the tiniest mistake in it. Nia loves the acknowledgement and praise from her followers and takes her responsibility to provide great content seriously.

Seema is a well put together fashion blogger who would be terrified to be photographed with a single strand of hair out of place. Her business is fashion, and she takes it seriously. But in her spare time, she builds houses for the disadvantaged, and although she makes an effort to look good wielding a hammer, she's still a mess by the end of the day. In this context, Seema doesn't care because the work is more important to her than how she looks.

We all have needs as well as strengths and weaknesses related to our main Emotional Magnet(s), but at the end of the day, we also have many other balancing traits. If you don't like something about your main magnet(s), you can change.

As Napoleon Hill writes:

Know your own mind, and you will be as wise as the sages. When you take charge of your mind, you take charge of your life. When you understand your thoughts, feelings, emotions, and desires, you can direct them to any end you choose. Wisdom comes from taking the time to study yourself, to know why you are the person you are. Taking charge of your mind is a thoughtful, reflective, solitary process. Only you can come to understand the complex inner workings of your own mind, and you must be willing to spend the time and effort that gaining such insight requires.

The point I want to make is that if you are surprised by what the quiz results tell you, it's time to dig a little deeper to understand what you are attracted to emotionally and what motivates you. How can you get what you want unless you know what you want? And how can you truly love someone unless you understand what they are attracted to emotionally in life? You cannot be the support they need unless you know what they need.

Imagine trying to convince a Safety person to go on a road trip for which they pack only one bag and a map and plan for nothing else. They won't be too happy about it. As a result, your fabulously spontaneous idea might be rejected with words such as "That's ridiculous." And when people get scared or feel unfulfilled, they're likely to respond unfavorably, and that can cause conflict. On the other hand, when you know how to communicate with someone to satisfy their emotional needs, magic happens. You can make your partner feel safe with a new experience if it's presented well.

If you still believe that the quiz revealed some surprises about your main Emotional Magnet, one thing you can do to get closer to the answer is to look at your decision-making strategies.

Using Decision-Making Strategies to Figure Out Your Main Emotional Magnet

Alyson, a successful business owner and a good friend of mine, recently told me, “I think I have two main Emotional Magnets—two things I’m attracted to that propel me into taking action.”

“You think you have two? Which ones?” I asked.

“Experience and Value,” she replied.

I asked her to tell me about a recent decision she’d made and to take me through the thought process that led to her conclusion.

Alyson told me about a recent out-of-town business event she was invited to attend. One of her closest friends was scheduled to do a keynote presentation and Alyson very much wanted to support her and have some time away from her own business. The event was being held at an award-winning resort in the heart of the Okanagan wine region, a five-hour drive from her home.

Typical of her, Alyson weighed the pros and cons of the commitment and began the deliberation process. She didn’t recognize the names of any of the other speakers, but she had never seen her friend speak at an event and wanted to support her and also listen to her presentation. The accommodation and dining costs at the resort turned out to be much higher than she would have preferred, but there were limited options as the resort was remote. The event was set to take place on a Saturday, but to have time to travel and attend the event, she would have to leave on Friday and go back on Sunday.

“The cost-benefit of the event was not positive until I adapted the plan,” said Alyson. “I decided to invite my husband to join me on the trip. We would tack on an additional two days, and we would tour the wine region together

after the event. Also, I would schedule a couple of business meetings in the region. That way, the travel costs could be accounted for as my business expense.”

“So you needed to understand the cost-benefit before making the final decision?” I asked.

“Yes,” she replied, with a smile.

I told Alyson that we had discovered that her main Emotional Magnet was Value. There is no question she was motivated by the potential experience at the resort and by supporting her friend’s speech. However, she made the decision only after assessing the impact on her in terms of time and money. When she turned her trip into an extended business trip and wine-touring adventure, she was pleased with the return on her investment. A mini vacation with her husband at a beautiful resort and business meetings added value to the trip.

After more conversation and reflection, Alyson agreed that Value is her primary Emotional Magnet. “I always need to know that my time and money are being well spent and that I get a return on my investments. I know my time is my most precious resource, so I carefully choose how to spend it. The five-hour drive to the resort didn’t concern me once I’d decided on spending a few days in the wine region—I knew I’d get something in return for my efforts. And I was able to enjoy the experience more knowing my business-expense claims would offset the costs.”

You can see how Alyson’s decision-making strategies clearly reflect what her dominant magnet is. But sometimes life events can make people less clear about their main Emotional Magnet. This was the case with another one of my workshop students.

Life Decisions

Hakim had wondered for years what his main Emotional Magnet was. He told me, “I know I’m most motivated by Achievement and Safety. But it’s hard to know which is the main one. I’m confident it used to be Achievement, but it seems as I get older, and since my parents died, I’m more focused on ensuring that my life be easier.”

I asked Hakim what he meant about his life being “easier.” What did that look like to him? And this is what he told me: “Things seem clearer to me now. Fewer things are changing, and I feel more in control of my life. I’m not worried about working my ass off at the office anymore, or proving myself. I’m proud of the good work I do. But after losing my parents, all I really care about are the people in my life that I love. I want them to stay healthy as long as possible, and I’m making sure if anything happens to me, they’re taken care of.”

Since life experiences do shape our Emotional Magnets, it’s not surprising that after experiencing the profound loss of his parents, Hakim was concerned about his loved ones and his own well-being. After talking with Hakim, I concluded that his main Emotional Magnet was Safety, mostly due to the loss of his parents and partly because he had already attained significant achievement in his life.

When you’ve satisfied one emotional need, you may be more willing to expand your life in other directions.

Dating Decisions

Here is another example of decision-making that will often reveal your main Emotional Magnet—dating!

If you’re using Tinder, Bumble, or another online dating site, what’s important to you when looking at a profile? And we’re talking beyond superhot bikini babe/surfer dude photos here! What is it that makes you swipe right?

Once you've started a conversation with someone, what keeps you interested?

For some, what piques their interest is that their potential date leads a stable life. For others, it will be the fact that their chosen candidate has had, or is up for, wild experiences. Some people want to know that the person they choose has their ducks in a row financially and hasn't wasted their life on "silly pursuits." Other date seekers are intrigued if their potential date is accomplished in their field or showers them in praise.

The dating aspect is interesting because what first attracts you to someone isn't necessarily what creates a great relationship. Let's take the example of Achievement. You see someone whose profile is desirable because of their many successes. If you have Achievement as your main Emotional Magnet, that person's accomplishments will likely draw you in. However, once you start dating them, even if you get along, if they don't acknowledge you as a person and your efforts within the relationship, you'll end up feeling unfulfilled. That was the case with my ex-husband and me. Hence why we started competing when trying to co-parent.

Relationship Decisions

Just because you find someone appealing doesn't mean the relationship will fulfill your needs. That's where communication comes into play! My friend Elizabeth told me this story, which seems to perfectly illustrate this point.

Daniella and Manuel, married for almost 15 years, recently decided to separate after years of struggling to make it work. When asked why the marriage wasn't working, Daniella said, "I find him so annoying. We don't like the same things anymore. We have very little in common, and I feel like I'm missing out on life being married to him.

We do the same things, we see the same people, and it's just so predictable and boring.”

When Manuel was asked why he felt the marriage had struggled, he said, “I don't know. I'm heartbroken. It hasn't been great in the sex department for a while now—we rarely make love—but we have a solid friendship and still respect one another. I just can't imagine looking for and starting a new relationship at the age of 50. It terrifies me. I can't seem to make her happy, and so I guess our family is going to be destroyed just so she can have more fun in her life.”

Can you figure out what their respective main Emotional Magnets are from this conversation? From my perspective, it's clear that Daniella is attracted to Experience and Manuel to Safety. As there seems to be a solid friendship between them, perhaps if Manuel allowed for more experiences with Daniella, and if Daniella worked to give Manuel a sense of safety, they might be able to reignite their passion for one another—and their lives—again. But at this moment, Daniella is upset that Manuel won't give her the kind of experiences she craves. And Manuel is upset that Daniella doesn't seem to value the family they've built together. Both probably think the other party is acting selfishly.

Until Manuel and Daniella can figure out how to address each other's emotional needs, their marriage is on a road to eventual divorce or perpetual unhappiness. This is why it is key to understand how your partner makes decisions. By examining your partner's decision-making process, it is reasonably easy to get an idea of their main Emotional Magnet(s). But it's also a great idea to look at yourself—to figure out what your main Emotional Magnet is as well.

Here's an exercise that will help you figure yourself out by asking you to explore some recent decisions you've made and help you analyze your process based on those decisions.

Look to see what propels you into action and what repels you or pushes you away from taking action.

- 1 Think about some recent or past decisions you've made that felt good to you and write these down in one column. What decisions are you the happiest with in your life?
- 2 Next, think about the decisions that felt bad and write them down in another column. Why did they feel bad?
- 3 Now look at the decisions you've written down. Make a list of possibilities you have not acted on. These might include vetoing a friend's suggestion for a trip together, declining a job opportunity, failing to bring a new employee on board, saying no to joining friends for a night out, and so on. Think about what made you say no.
- 4 Finally, consider what's important to you in terms of possessions, experiences, and relationships. What makes you fork out money or invest time in something, or decide not to buy it?

I know, I know, you don't buy all of your experiences, and you certainly don't purchase your relationships, but you do *buy into* them. Something makes you willing to spend your time and energy on some people. It is an investment, even if it's not monetary.

Discovering what your main Emotional Magnet is, or that of your friends and family, isn't as tricky as you might think. If you unpack your decision-making process, I guarantee that one of the magnets will dominate more than others. It's all about staying alert to and aware of the cue and clues that are right in front of your eyes. And that's what we are going to talk about next.

Cues and Clues to the Emotional Magnets

.....

If you know someone well, their main Emotional Magnet usually becomes apparent once you get the hang of how the Emotional Magnets reveal themselves in what people desire and their decision-making process. But what if you don't know someone well? And what if you can't get them to take the quiz? Not to worry. There are some rather obvious clues to look out for.

There are two types of clues you need to be aware of: what people do (behaviour)—including how they present themselves—and what people say (speech). Where speech is concerned, you want to listen carefully to the kind of wording they use and what they talk about. If you feel they are not talking about things that reveal their main Emotional Magnet(s), try asking some open-ended questions designed to get people to think about their priorities and values. Ask them about their bucket lists or their dream jobs or what they would do if they won a million dollars or when and where they're planning to retire.

Now let's look at some behaviour clues, and remember that this material is an extension of the behaviour outlined in each specific Emotional Magnet chapter. Let these clues sink in and memorize them until they become second nature to you!

Behaviour Clues

One way I have learned to recognize people's Emotional Magnets is by creating images of avatars with specific traits. This way I don't have to categorize each individual trait of a person but only have to remember their overarching emotional needs. That's why I recommend you think of it as an avatar. You can turn them into cartoons with exaggerated behaviours to make them funny and memorable! Now when you go out meeting new people, you can check which avatar a person most resembles—Safety, Achievement, Value, or Experience!

As I have pointed out previously, some people at first glance seem to convey one main Emotional Magnet, but then it turns out that what truly drives them is another. That's why it's essential to label with care (more on this later). However, even the Emotional Magnet you spot at first glance will likely be an important indicator of who they are.

For example, let's say you go to an event, and one of the speakers is exceptionally well turned out—complete peacock outfit, perfect hair, nails, you name it. During their speech, they name-drop, they show their perfect Instagram account, and they flaunt the fact that they have won several awards. You might assume that their main Emotional Magnet is Achievement, right? But if you dig deeper, you might find out that they're travelling the world having wild experiences, continually learning new things, and sharing their knowledge with the people they meet. The sharing part

represents their emotional need to create an experience for others and is the thing that has brought them to the event you are attending. In other words, their main Emotional Magnet is Experience, and their secondary Emotional Magnet is Achievement.

When you look at different behaviours, it's important to remember that all emotional needs drive most of us to some extent, but we tend to be more driven by one or two. It's just as important to acknowledge that not all traits prescribed to an Emotional Magnet apply to everyone.

For example, although most Safety-driven people tend to be relaxed about their appearance or go for safe options for their wardrobe, some are really into the latest trends. Perhaps not the kind of fashion trends that would mean they'd stand out in a crowd, but some do find safety hiding behind a specific look, even an outrageous one. They might also simply like fashion!

We are all unique, but generally one or two Emotional Magnets take the driver's seat in our lives, and we tend to have several, or perhaps even all, of the traits associated with them.

Safety Behaviour Clues

- concerns themselves with self-preservation and only doing things they enjoy
- prefers doing things in an easier or more sensible way if possible (why climb the mountain when you can use the cable car?)
- chooses to be proficient in specialized and practical skills
- worries about illness, injury, pain, and death
- becomes impatient when inconvenienced

- has a blood-is-thicker-than-water mentality (when referring to family and close friends)
- feels strongly about faith/spirituality
- wishes to remain youthful and fears becoming older
- has a shy, quiet, friendly, polite, and reserved demeanour
- needs incentives to do more than what's required
- uses common sense to guide decision-making
- is attracted by simple sustainable living, or may have survivalist tendencies
- wants to know the plan well in advance
- likes being in control

Achievement Behaviour Clues

- dresses meticulously, displays a peacock presence
- boasts achievements and abilities (I am, own, did, have...)
- interprets everything as a competition
- desires popularity and reassurance
- demands appreciation from family, friends, colleagues, and clients
- dislikes criticism but likes to criticize others, even jokingly
- is enthusiastic about new challenges and enjoys setting goals
- chooses friends carefully and often for furthering own status

- name-drops
- exaggerates frequently
- relishes gossip
- glows when asked their opinion
- needs to feel they are correct

Value Behaviour Clues

- likes to get rewarded for effort
- needs to be satisfied with their income
- focuses on saving money, earning money, or getting money
- is fearful of losing money/property
- has an economical mindset
- dislikes waste and loves efficiency
- is interested in the fastest way to make money
- checks the time frequently
- appreciates good quality and likes to share personal opinions about it
- gravitates toward sales and saving
- is selective about how to spend their time
- wants to create a legacy

Experience Behaviour Clues

- needs curiosity to be satisfied
- desires giving/having new experiences

- tires easily of monotony, sameness, and routine
- responds to novelty and originality
- demonstrates higher than average romance aspirations
- strives for individuality in actions
- has a fine sense of showmanship
- develops a style that is a personal trademark
- bores easily

People usually pick up on someone's main Emotional Magnet(s) both through their behaviour and the words they use in conversation. So now, let's have a look at those words.

Word Clues

Looking for clues in someone's speech can seem overwhelming at first, especially if you decide to tackle it all in one go. There is so much to remember, and it can feel like being back in high school, learning a new language or memorizing biology terminology. To help you remember, think of it in terms of larger concepts than individual traits. Although there are specific words associated with each Emotional Magnet, it's easier to think of them in groups.

For example, people whose main Emotional Magnet is Experience tend to seek new experiences and challenges, are driven by change and learning, love creativity, and are extremely curious. If you remember those simple traits, "alerts" will pop up in your mind whenever those traits are displayed by someone. This means you don't have to remember individual words but rather the overall concept those words evoke. If someone is speaking about adventure,

curiosity, and learning, a bell should go off alerting you that this person is drawn to experience!

Let's have a look at the Emotional Magnet language clues.

Safety Word Clues

- plan
- safe
- easy
- family
- health
- practical
- sensible
- control
- environment
- skill

Achievement Word Clues

- success
- performance
- results
- right
- only
- goals
- award
- best
- advice
- won

Value Word Clues

- sale
- deal
- efficient
- time
- quality
- waste
- money
- legacy
- proof
- value

Experience Word Clues

- new
- love
- future
- change
- progress
- different
- create
- unique
- impact
- action

Now let's look at how you can use Emotional Magnet cues to become a Magnetic communicator.

Creating Emotional Magnet Cues When Speaking to People

When an actor hears their cue, they act.

When you use the right cues for the right person, meaning you target their main Emotional Magnet(s), you become a Magnetic communicator. Not only will people start to pay close attention to what you are saying, but they will also act upon the message you share. After all, there is no point in asking your significant other if they will do the dishes if they don't end up doing the dishes. But if you use the proper cues, they are more likely to do those dishes. Well, maybe doing the dishes is a stretch. I mean, let's face it, doing the dishes is one of the most tedious tasks on earth. And you could be in a family of six, meaning there'd be a lot of dishes. Maybe we should keep it to a more realistic request, such as making the bed.

Joking aside, creating conversational cues will help you significantly in making your message come across in a way that is easily understandable and will make people want to act on what's being said. So how do you create these cues when communicating?

Once you've worked out what people's main Emotional Magnets are, it's relatively easy. It takes practice but becomes second nature after a while. When you know what people's main Emotional Magnets are, you know what their emotional needs are—you know they are seeking Safety, Achievement, Value, or Experience in most things they do. With that in mind, you can ask yourself how you can meet their needs in any particular circumstance. Let's have a look at an example.

You want your partner to buy some milk on the way home because you've run out or the milk in the fridge has gone bad. How might this scenario play out depending on the Emotional Magnet profile of your partner?

- **SAFETY:** A Safety-driven partner will look to do this in a way that is as easy as possible. Make it as uncomplicated as possible for them. Tell them to go to the store they are most familiar with or that is near their commute, and let them know that you've already checked to see if the stores are open. They might not go into a convenience store that looks sketchy, even if it's the only shop open close by, so don't suggest it. You can be sure that they'll find another place because they want to avoid drinking milk that may have gone off!
- **ACHIEVEMENT:** An Achievement-driven partner will want you to shower them in praise for doing you a favour. Also, they might be motivated if you suggest that they could potentially bump into someone on the A-list when shopping at the organic grocery store they love.
- **VALUE:** A Value-driven partner will appreciate it if you offer to pay for the milk by sending an e-transfer. Tell them it will save you from wasting time going out or waiting longer to have it delivered to your home.
- **EXPERIENCE:** An Experience-driven partner will be keen to go to that new uber-cool grocery store that offers a wild shopping experience (and free coffee). And tell them to pick up a new ice-cream flavour while they're at it, so you can have a unique experience that evening while watching a movie.

I will offer you additional examples of scenarios to help you motivate your partner to act favourably to your requests later in this section. But first, let me share a story to illustrate how my partner Kris used his knowledge of the Emotional Magnets to make his communication Magnetic.

Kris's hobby is rebuilding old motorcycles, and one day he needed to see someone about a powder-coating paint job. He went to see a guy who was known to be one of the best in the industry. The guy agreed to do the work.

When Kris came to pick up the bike, he immediately discovered some imperfections. He pointed these out to the guy, who took a defensive stance. Kris decided to make his messaging Magnetic to see if he could take the situation down a notch and still address the issue of the imperfections. By picking up on the cues and clues from his behaviour and words, Kris figured out this guy had Achievement as his main magnet.

Quickly, he changed tactics and said, "I know you do amazing jobs—the quality of your work is actually unbelievable. I plan on bringing this bike to different shows and letting people know that you've worked on it. Can you please put some time aside to fix this because I really want to show off this bike?" Not surprisingly, the job got done.

Here's how you can make your message Magnetic to the different Emotional Magnets. If in doubt, use them all!

- **SAFETY:** Suggest that you will bring the person additional work and ask them how you can make things as easy as possible for them.
- **ACHIEVEMENT:** Acknowledge and compliment their skills and talents.
- **VALUE:** Tell them that you appreciate that their time is precious and emphasize that they'll get a return on their investment.
- **EXPERIENCE:** Acknowledge that it's a great experience dealing with them, and if you can, add something to that

experience to make it even cooler, like bringing a six-pack of beer when inspecting the final paint job together.

Now all you need is some practice! Let's have a look at a simple scenario like getting someone to go to a restaurant. This will give you a good idea of the process for creating cues for each Emotional Magnet.

SAFETY: If someone is drawn to Safety, they'd like to know that the place is familiar, or at least the menu has familiar items on it. Preferably, they'd like to examine the menu beforehand. They'd also like to know how easy it is to get there, to get a parking spot, and to get a table. A no-fuss dress code is a bonus.

Things you can say to magnetize your message:

- I have reviewed the menu, and there are some items I think you'd really like.
- There is no fancy dress code; you can wear whatever you like.
- It's easy to park there.
- It should only take us X minutes to get there, according to Google Maps.
- I've sent you a link to the menu so you can see it for yourself.
- If we go at X p.m., we should be able to get a table without waiting in line.

ACHIEVEMENT: If someone is driven by Achievement, they generally like to pick the place themselves. They also love

restaurants that are recognizable, newsworthy, or offer a VIP experience where they are made to feel special. They definitely expect good service. They would like the experience to be Instagrammable and will pick their outfit carefully. Afterwards, they'll enjoy telling their friends about their experience.

Things you can say to magnetize your message:

- This restaurant has won awards and has had excellent reviews.
- It's always busy in this restaurant.
- I hear celebrities go there.
- We have a lot of time for you to get ready to go out.
- The service at this restaurant is supposedly amazing.
- There may be a lineup as it's so popular, but people say it's worth the wait.
- I can take some photos of you in the restaurant.
- The menu has some unique and trendy dishes presented in a fabulous way.
- It is the best restaurant in the area.

VALUE: The Value-driven person wants to understand just how much the bill is going to be and what the quality of the food and service will be. Preferably, they'd want to see the menu and the pricing, as well as customer reviews. They'd also like to know who's footing the bill.

Things you can say to magnetize your message:

- The restaurant has received positive reviews from food critics and/or customers.
- The menu has a good price range.

- Let's go to this place for a special occasion that deserves a memorable experience.
- We can split the bill or I will pay for it.
- It's an award-winning restaurant.
- The restaurant has been voted best by customers.

EXPERIENCE: If someone has Experience as their main Emotional Magnet, they are always up for discovering new things. For them, it's more about the dining experience than the menu (unless the items on the menu are an experience in and of themselves, such as unique offerings or something they've never tried before). They also love great ambience, and themed or interactive dining.

Things you can say to magnetize your message:

- I've reserved us a special table.
- The restaurant sounds like fun.
- People say they have a wonderful time there.
- There is a unique menu with interesting options.
- I've picked a special new place to celebrate our family/love/friendship.
- The restaurant offers a special/themed experience.
- It's an interactive dining experience.

Next, I want to explore slightly more complicated scenarios and the Magnetic messaging you can use to motivate a person to listen and/or act depending on their Emotional Magnet.

Scenario A

An employee is frustrated. They've been passed over for a promotion for the last two years in favour of younger, less experienced people. They're very good at streamlining processes and managing their team, and want to be more challenged in their role. Their employee-performance-review meeting is today, and they want to ask the boss for a promotion. Whether they get the promotion or not is something only their boss can determine. Here are the ways the employee might phrase their messaging to connect to the boss's Emotional Magnet:

- **SAFETY:** "I would like to discuss how I can ease your workload, how you can benefit from my specialized skills, and how I can expand my responsibilities to help more on projects."
- **ACHIEVEMENT:** "You are my mentor—I've learned so much from you. I want to discuss how I can work even harder for you and expand my role."
- **VALUE:** "I would like to discuss how I can contribute more to growing the business and cutting our expenses."
- **EXPERIENCE:** "I would like to discuss how I can expand my role because I want to create and implement new processes and standards, so our team becomes more motivated for growth and success."

Scenario B

A mother comes home from work to find the house a mess and the chores not done. Her teenage son is in his room glued to his computer game, and her daughter is in her room on her phone. The mother needs to ask them to stop what they are doing and complete their chores without it turning into another argument.

Here are the ways she can phrase her messaging to connect to her teenagers' Emotional Magnets, so they listen to her request and do what she asks:

- **SAFETY:** “In order for you to enjoy your evening/ weekend, I need you to...”
- **ACHIEVEMENT:** “Last week when you cleaned your room, you did such a great job. Can you please...”
Or: “Last week when you stopped playing your video games, I really enjoyed spending time with you. Can you please...”
- **VALUE:** “To get your allowance this week, I need you to...”
- **EXPERIENCE:** “As soon as you clean up your room/ stop playing video games, we can do X, Y, Z together...”

Scenario C

A group of women invite a friend to a ladies' night out. The women are planning on going downtown to a club and need to travel quite a distance to get there. The friend recently moved from a small town to the city. She is now living in her own place and is very budget conscious. Below are the ways her friends can connect with her primary Emotional Magnet to motivate her to join them:

- **SAFETY:** "Getting there will be easy as we've been there before. One of us can pick you up and drive you there. What time will you be ready?"
- **ACHIEVEMENT:** "Everyone is talking about this club. Anyone who is anyone goes there."
- **VALUE:** "It's a half-price promotion night, and given that it's one of the hot spots in town, you can't get a better deal."
- **EXPERIENCE:** "This club is supposed to be amazing. It has three floors, all floors have different music, and the bartenders are gorgeous!"

As you can see, creating emotional magnetism is all about bearing in mind what a person's emotional needs are. Always ask yourself: What will they get out of this? Or how can I help them to fulfill their emotional needs? Once you start thinking about what *they* want, as opposed to what *you* want, it becomes easy!

Four Steps to Activating Your Emotional Magnetism

.....

WE are not taught how to communicate effectively to meet people's emotional needs. Many of us aren't even aware of what our own emotional needs are half of the time! As a result, many of us put ourselves first when entering into a relationship. We think about what we want, yet we may not truly know what we need emotionally. And we certainly may not know what our partner needs, and maybe even they might not be able to tell us because they might not know either. They are much more likely to say something noncommittal or neutral like, "I'm just looking for kindness and honesty."

Emotional Magnetism teaches you why we are attracted to or repelled by certain experiences, words, and actions. When you become aware of the main Emotional Magnets, you learn to communicate better and address your own and

other people's needs. You become more self-aware and have more empathy for others because you understand better the reasoning behind people's behaviour.

Now that you're up to speed on how to interpret the results of the quiz and how to figure out what your and others' main Emotional Magnets are, it's time to put all the pieces of the puzzle together and create some magnetism! The incredible feeling of Emotional Magnetism is yours to experience in just four steps.

- **STEP 1:** Identify and Share Your Emotional Magnets
- **STEP 2:** Acknowledge Your Differences and Label with Care
- **STEP 3:** Meet Your Own Emotional Needs
- **STEP 4:** Appeal to Each Other's Emotional Magnets

STEP 1: Identify and Share Your Emotional Magnets

Once you have identified your main Emotional Magnets, it's time to share them with those you love so they can learn what you need emotionally to be happy. Tell them that you've discovered a book that's made you curious about what drives people's decisions and actions in life. Share your learning and then ask them to take the quiz. You can also share this book with them if they are people who like to read books. If they are not readers, invite them to take the quiz online, download the audiobook, or read the summary of the Emotional Magnets on the web.

Be sure to explain your emotional needs to them and make it clear you want to find out about theirs! Tell them that you

want to make them happy. If they say you're already making them happy, ask them to humour you by taking the quiz. Tell them that doing this will make you happier, and you'd really appreciate them doing it! If they love the quiz, have them look at the Communication Blockers Assessment tool as well—it can also be found on my website.

A person can't unlearn their Emotional Magnets and because of that you will see yours and others' in every aspect of life. The good news is that once you've shared your Emotional Magnets with people, this knowledge tends to explain your behaviours and can make your communication way more open and honest. People understand why you make the choices you do.

If you want your partner to take the quiz—not just so they can understand their Emotional Magnets but also to improve your relationship—it's understandable if you get frustrated if they don't want to. Give it time. Once you become a Magnetic communicator, it will be easier to motivate them to do the test.

Remember that once we feel our partner respects us and cares about us, we are a lot more willing to agree to their requests. If your relationship is currently going through a difficult period, you can help things by respecting your partner's emotional needs in a way that does not invalidate you. That alone can help shift the relationship dynamic, as it did with my ex. Once that's happened, and you can present ideas in a way that is Magnetic to your partner, they are much more likely to agree to do the test.

Emotional Magnetism is more than simply catering to or satisfying your partner's emotional needs. It's also about loving them in a way they understand, eliminating nagging, and focusing on developing the positive aspects of the relationship. Doing these three things can make a world of difference in your relationship. Of course, you also need to have your

own needs met, which might not happen immediately in your relationship. But give it some time.

If things change and your partner is willing to work on the relationship, great. If not, it might be time to reconsider the relationship or seek therapy. I'm not here to tell you what you should or shouldn't do with your relationship—I'm not a relationship coach. But as a communication coach, what I can say is that by changing your communication strategies and appealing to someone's emotional needs, you can create and nurture excellent relationships.

STEP 2: Acknowledge Your Differences and Label with Care

The key to a happy relationship is having personalities that complement each another, sharing similar goals and dreams, and being willing to create a beautiful relationship where your different emotional needs are met.

Often, we make excuses for our desires to satisfy our own emotional needs. For example, someone led by their gut and emotions (Experience) may say that it's acceptable to follow your heart, even if it leads to disasters. Someone led by logic and calculations (Safety and Value) may say that it's important to think out the solutions instead of being led astray by emotions, even if it leaves them emotionally aloof and missing out on connections with others. However, it's just as important to acknowledge these differences in your relationships if you are going to have any chance of magnetizing your communication.

It's easy to see that if someone is extremely driven by Experience and Achievement (as I am), it can be hard for someone driven by Safety and Value (as Kris is) to understand and accommodate me (and vice versa). Where I fly in like

a whirlwind, he steps cautiously. Where I encourage spontaneity, he encourages routine. Where I want to create an experience, he wants to save a buck or at the very least not waste his time on something that might not prove to be fun. He doesn't want to take a gamble on something if he hasn't tried it, or if he doesn't have the testimony from others that it will be fun.

You can appreciate that what someone with Experience sees as fun or bravery, someone with Safety and Value sees as foolhardy. And what someone with Safety and Value sees as practical, someone with Experience sees as boring or cowardly.

You can imagine silly arguments erupting over these kinds of things, can't you?

For example, imagine if Kris and I were software programs, what programs would you liken us to? Me? Perhaps Keynote? Yes! Kris? Excel, of course! Now, I like my nice user experience and fancy, high-cost Mac, while he likes basic functionality and a laptop that doesn't cost a fortune—a PC, in other words.

Ever heard someone argue over which is better? A PC or a Mac? Yet, what's true is that each one comes with its own set of pros (motivators) and cons (speed bumps).

By the way, the people at TBWA\Media Arts Lab who came up with the idea for the "Get a Mac" campaign (remember the "I'm a Mac, he's a PC" commercials?) were geniuses! Those commercials were Magnetic to anyone driven by Experience and Achievement! The commercials even touched on Safety (no viruses on a Mac!). And PCs, with their open-source software and economical price tags make them the most popular operating system worldwide. These are the kind of silly things you can end up arguing about—a PC versus a Mac—if you have wildly different Emotional Magnetic profiles.

Thankfully, Kris and I made a conscious decision to support each other's emotional needs. I know what Kris sees in Excel. I know why it's a good program and understand what it can achieve. And he understands the genius of Keynote (See how I did that? I'm a genius!). He appreciates my playing with colours and fonts, creating presentations that take people through epic experiences, while he tackles numbers, wrangling chaos into order.

I'm still enormously attracted to Kris after all these years. This is because he turns himself into a magnet by providing me with the experiences I need to feel valued. On the other hand, I present him with meticulously researched plans for adventure to make him feel safe and to show him that he will get value for whatever I have in mind.

At the same time, we can also be honest and tell one another when we are being led astray by our emotional needs. If I get involved in too many things or want to throw in the towel on a venture because I'm getting frustrated by the lack of immediate progress, Kris may ask me if this is a logical next step, or if maybe, just maybe, my emotions are getting the better of me.

There are different paths in life, and we need to learn to be mindful of them and respect other people's choices while also learning from each other. Kris and I have created a life together that I could never have created by myself, because I don't think and act the way he does. His main Emotional Magnets have contributed positively to my life.

Does that mean I never get frustrated? Of course not! When I cook, he tends to check in and say things like, "Watch out you don't burn yourself." Sometimes this makes me want to scream. I mean, it's not like I've never cooked pasta before. I am not a child in need of instruction. I can handle myself, thank you very much! On these occasions, I have to remind myself that he is driven by Safety and what

he's doing is just being thoughtful: he wants to make sure I'm safe.

Had I not understood his Emotional Magnets, it would be very easy for me to be disappointed at his lack of faith in my ability to cook and his inability to get excited at the experience I want to share with him through my cooking. Because in my mind, that's what I'm doing. The meal I'm preparing is meant to be an experience for our tastebuds (and sometimes includes other themed-related experiences, too).

Kris and I complement each other because we understand and accept each other's Emotional Magnets. I'm an extrovert, driven by the thrill of new experiences, and Kris is an introvert, comfortable with routine. When we find ourselves in a new situation, like going to a new restaurant, I look for a cool dining vibe, interesting new menu choices, and, even better, singing waitstaff. I'm serious! Kris won't even leave home until he finds burgers on the menu, reads his accordion file full of reviews, and phones ahead to confirm that there's no lineup. Clearly, we bring different things to the table. However, because we complement each other, we end up with an experience that is safe and enjoyable for both of us.

There's no denying that we are often drawn toward people who counter some of our dominant qualities with complementary ones: the introvert falls for the extrovert, the impulsive person goes for the planner, the steady plodder for the adrenaline junky, the adventure grabber for the security seeker. But after time passes and the luster of love tarnishes, sometimes we don't see those qualities as complementing ours anymore. Instead, we might start negatively labelling those once-loved qualities.

We love to label. But it must be done with care.

Even though I know the damage that negative labelling can do—I've got the divorces to prove it—it's still hard to be always conscious of and careful about the labels I'm attaching

to a person I love. Most of us have highly developed critical labelling habits that are lightning fast and often standing at the ready.

Take the story of me cooking in the kitchen and Kris cautioning me to be careful. In my mind, I gave him a disgusted look and said to myself, “Seriously? Thanks, control freak!” But when we first met, I loved how Kris was always looking out for me. He’s the kind of guy that would walk between me and the traffic, like a human protective shield, because safety is super important to him and he wants to protect me. Kris asking me to be careful in the kitchen is driven from his emotional need for safety, for himself and for those he loves.

At times like these, I need to remember and appreciate Kris’s main Emotional Magnets, Safety and Value. I need to see that it’s not his behaviour that is annoying, but my thoughts about it. I attached a negative label to his caring and protective nature. He’s not a control freak but is a balancing force for my occasionally reckless, Experience-driven self.

The key to any relationship is to acknowledge and respect each other’s Emotional Magnets. This way you can always openly communicate about your and your partner’s emotional needs and make decisions together that work for both of you. When you acknowledge each other’s differences and label with care, you open the doors for better communication.

There are times when people will clash because of their Emotional Magnets. If one goal on your bucket list is to buy a boat and sail around the world for three years, you may want to ask if your Safety-driven partner truly is up for that. Although your partner can acknowledge and respect your emotional needs, they aren’t going to change their personality nor the items on their own bucket list. You will need to learn ways to meet your own emotional needs within the relationship.

STEP 3: Meet Your Own Emotional Needs

Once you understand what you need to be happy, you can find ways to meet your own emotional needs. For example, since Experience is my main Emotional Magnet, I do lots of things to turn my own personal life into an experience. I pre-order a fresh flower arrangement to be delivered to myself every three weeks—complete with an inspiring note cheering me on to keep up the good work! That might sound absolutely nuts, but I enjoy it.

Something else I do monthly is to write down all the things I've been tolerating (like a scuff on the wall) or don't enjoy doing (purging my junk drawer) or tasks that drain my energy (submitting prescription claims) on what I call my "Tolerations List." Then I make a day out of fixing things and completing all the tasks on the list. Afterwards, I reward myself with either going out for dinner or ordering in. It's like running a marathon: you may not enjoy the whole race, but you certainly feel good when you reach the finish line and pop the cork on the champagne!

It's a simple thing, but by finding ways to meet your own emotional needs you will feel fulfilled, and it may also prevent your partner from feeling frustrated that you are always relying on them to make you happy. Whatever your main Emotional Magnet is, you can use the following methods to set things up to make carrying out tasks easier for you.

- If you are Safety-driven, write lists and set up systems and processes that simplify your life. Stock up on backup supplies and emergency gear to put your mind at ease.

- If you are Achievement-driven, set a goal to complete your tasks by a certain time or to achieve a specific outcome. Turn your tasks into a genuine achievement. Take an Insta-worthy shot when you accomplish things you dislike doing or buy something that rewards you for your efforts.
- If you are Value-driven, determine the most efficient way to complete your tasks—create an Excel sheet to help you out or download an app that will ensure you save time when performing the tasks. Then calculate the cost savings to you by having done the tasks yourself.
- If you are Experience-driven, focus on the progress and the changes you will be making by completing the jobs. When you vacuum or wash the floors, move the furniture around to provide a newly arranged room! Schedule an evening get-together with friends afterwards, so while you're completing the work, you can concentrate on enjoying the celebration later.

I'd like to share a story about how meeting your own needs can also mesh with meeting the needs of your partner.

Tania, my TEDx coach, once told me about how she headed off a big argument with her husband. They started the day off in the shower together—not a bad way to start your day, eh? As they showered, her husband said, “So, the big track race is in two weeks, and I'm thinking of entering.”

“Excellent!” she exclaimed. “You've always wanted to do that, and the timing is perfect. If not now, then when, right?”

“Yeah, I just don't know if I can get my car serviced by then,” her husband mused.

And that's when, figuratively speaking, the water suddenly got cold.

“What do you mean ‘your car’? Are you really thinking of using your car for the race? The one you need to get to work every day? What if something happens to it in the race? You’d have to use my car, and I would be stuck at home without a car, with no way of getting to my meetings. Repairing your car could take awhile and be costly.”

Let’s step back for a moment.

Tania’s husband loves adventures and has a fun sports car that can go from 0 to 60 in 4.9 seconds. Tania has a sensible and reliable 4x4 with room for the dogs in the back, is good on gas, and has an excellent safety record. Can you guess their Emotional Magnets? I bet you can! Ready? His Emotional Magnet is Experience, and her Emotional Magnet is Safety.

Okay, back to the story. The temperature in the shower went further down a notch after the conversation ended, and they hurried to get out of there. Then they stopped speaking.

As they sat together in one of their cars, Tania thought of the session she’d had with me the day before, particularly the part where we discussed communicating to people’s Emotional Magnets. She decided then and there to give up on the silent treatment and instead speak with her husband in a way that appealed to his emotional needs.

“Honey, I know you really want to do the track race, and doing the race in your car will make the experience even better for you. I want to support you in that. But I want us to make sure we have a plan in place if something happens to the car. That way, I don’t have to worry about being without a car for work. Can we come up with a plan for this?”

She spoke to his need for experience and explained her need for safety. They devised a plan for him to race using his car while she blocked off a couple of days of no meetings after race day, in case they needed to have the car serviced.

Both were happy with the outcome because they both ended up having their emotional needs met.

STEP 4: Appeal to Each Other's Emotional Magnets

If you've been wondering whether understanding the Emotional Magnets can tell you on whom you should swipe right or left, let me say that it doesn't quite work that way. In the end, no matter whom you connect with, you both need to be willing to support each other's emotional needs. You might think that two people who have Experience as their main Emotional Magnet will go well together, but they might want completely different experiences. Instead, sharing the same goals and having personalities that mesh well is perhaps more important when it comes to a happy relationship than having the same Emotional Magnets. Because here's the deal: you can support and appeal to each other's emotional needs. Your willingness to support someone else's emotional needs is what makes you Magnetic. If they support you, too, you become Magnetic together!

Achieving emotional magnetism in your relationships gets us all on the love train I mentioned in the introduction to this book. It's a state where you understand and fulfill what you need emotionally to be happy or motivated, and you willingly share your Emotional Magnets to connect to those you love. You label with care and respect the emotional needs of others, appealing to them in a way that makes them engaged in what you are saying.

When we first met, Kris sent me a song every morning, appealing to my main Emotional Magnet. I woke up to a new experience of love every morning for a year and a half! Our relationship has made me feel like a prospector who finally found gold because I went digging in the right

mine! The difference is shocking. And yet, Kris and I have entirely different Emotional Magnets. That's why I know it's not about the Emotional Magnets themselves, but how you work with them.

I am always looking forward to the future and making plans for new adventures because Experience is my main magnet. For me, adventure often involves travel. Two of my favourite trips involved building schools with both of my kids in Kenya and India. I plan to keep travelling because I want more experiences like these! They fuel my spirit and make me come alive.

This kind of travel experience doesn't appeal to Kris, who has Safety and Value driving him. He is delighted to stay in British Columbia, preferably on our beloved Vancouver Island. He doesn't want to be a world traveller because international travel makes him unsettled. Because I'd like to share some adventures with him, we have agreed that we will do a trip when we reach the age of 60 to see Greece and Ireland. This gives him time to mentally and financially prepare for it.

We also appeal to each other's Emotional Magnets by creating adventures closer to home. Kris got me into geocaching, and we go camping in the backcountry as often as we can. To give an example of a mini-experience, I'll tell you about a game I invented when camping, which I call the "Fireball Face Game." The rules are straightforward. You take a photo of a person taking a large swig of Fireball Cinnamon Whisky and then share it with other people who signed up for the hilarity. Catching people's shocked expressions when the drink hits their throat is hilarious. As we all know, one nano-second can make someone look entirely different than when you see them in continuous action. Passport/ID photos are the ultimate proof of this.

These are the kind of adventures Kris is more in tune with and gets excited about as he's come to appreciate that I can

create good experiences. And often, it is these smaller experiences, like inventing a new game or organizing a themed family Zoom call, that enable me to satisfy my need for experience.

Our Emotional Magnets affect our everyday lives as a couple. When I choose a movie on Netflix, I pop in a random word or search term and choose whatever comes up. The other day I put in “success” and ended up watching *The Secret*. However, I might as well have popped in “Italian” and ended up watching *The Godfather* or *Under the Tuscan Sun*. I enjoy all sorts of experiences and love the thrill of something new.

Kris, on the other hand, prefers having the Netflix algorithm point him in the right direction when choosing a new movie. Television series are golden for him, as once he’s chosen one he likes, he knows what he’s getting and he comes back for more. This eliminates the uncertainty of having to choose a new show every time!

It is important for you to become aware of the decisions your partner is making and why—as well as what appeals to them, and how you can help them meet their emotional needs while meeting your needs as well.

Start by closely observing what attracts and repels them. When you offer them the things that appeal to them, you become Magnetic. That does not mean you should change your personality—not at all. It means you should make a mental note of what makes them happy—what fulfills them—and bear that in mind when making decisions that affect you both. Don’t force them into experiences they won’t enjoy or buy things that would make them uncomfortable. When you appeal to your partner’s need for Safety, Achievement, Value, or Experience, you will be Emotionally Magnetic because they will feel understood.

You've just completed reading everything you need to know to become a Magnetic communicator. Now it's time to go and apply it!

Once you start viewing your relationships through the lens of the Emotional Magnets, you'll find yourself pivoting to adjust your communication with those closest to you and to all others with the goal to offer understanding, create rapport, and problem-solve like never before. It still never ceases to amaze me how using these four steps can turn things around.

Love may be all you need, but when it comes to effective communication, you still need to:

- Identify and share your Emotional Magnets
- Acknowledge your differences and label with care
- Meet your own emotional needs
- Appeal to each other's emotional magnets

Take the other day for example . . .

Kris and I needed to communicate with each other to resolve an issue that had cropped up. You know when you or your partner start acting grumbly or cranky or short because something is bugging you? I knew that we were going to need to talk it out to get to a compromise or conclusion that would make us both happy. This was precisely the moment when knowing each other's Emotional Magnets came into play and transformed what could have become a heated argument involving slammed doors and the silent treatment into a respectful conversation.

When that prickly moment arrived, I reminded myself what emotionally magnetizes Kris, what charges him up. That knowledge instantly gave me more empathy and patience to talk through the issue together. Here's how that conversation went.

“Hey, beautiful, can we talk about something that’s bothering me?” Kris asked.

I always smile when he calls me that, but I felt my heart rate increasing,

“Suuuure, what’s wrong?”

“I’m worried about how much you have on your plate with work right now, and the effect of it all on your health,” he said calmly.

Yikes, right? Without knowing each other’s Emotional Magnets, this could have easily escalated into my being defensive, his labelling me a workaholic, and igniting a nasty debate. But it didn’t because I know he emotionally needs safety and was genuinely concerned about my health.

I responded calmly and clearly. “Kris, I understand that you’re worried and that’s fair. I am working long hours and weekends to complete my deadlines. I know I need to make my health a priority, too, as stress can make my lupus flare up. Here’s a thought. Why don’t we book a kayaking trip in the next couple weeks once my current project is complete, so we can disconnect from work and spend time together?”

Kris was on board immediately! “Yes, that would be awesome. I get that you’re driven by achievement and I completely support you, so wrap up your project as soon as you can, love, and then let’s go play in the waves.”

Using the Emotional Magnets are not just effective in romantic relationships. You can use them as a communication tool in all your interactions with people, whether it’s meeting someone new at a social event or even chatting with your doctor. The tools offered to you in this book can also help you transform your work and professional relationships, too.

Recently, when I was on a Zoom call, a colleague was snappish and condescending with me in front of other associates. This was not the first time I had experienced this kind of behaviour from this colleague. Unfortunately, it

seemed the more work I completed, the more threatened they became. But instead of labelling them in my mind as a jerk, or being defensive or annoyed (though I was tempted, I'll admit!), I focused my energy on detecting their Emotional Magnet, so I could magnetize our communication and create some mutual respect. I recalled that this person had on occasion boasted about their academic and career achievements, not to mention that they were always immaculately dressed and were also known to cut people off mid-sentence—all hallmarks of a classic Achiever Emotional Magnet.

I waited for them to stop speaking and then appealed to their Achievement Emotional Magnet. "You know what, I think you raise a good point." The person looked surprised, smiled, sat back in their chair, and we continued to have a respectful and productive meeting. My emotional needs were met and so were theirs. I intercepted their negativity with a statement that targeted their Emotional Magnet, and that opened up space for us to Magnetically connect.

I started this book by stating how today I find myself far more accepting of people primarily because I have learned to understand what they need emotionally and how to connect with those needs. When you address people's emotional needs, you not only will be heard and understood, you'll also be able to understand what people truly want—and how to deliver it. And the more positive, powerful connections we generate, the more relationships we nurture and potentially save, and in the end the more goodwill and, yes, love we create in this world.

Acknowledgements



IN my family, I'm the one who starts the gratitude game, a round-table game where each person shares what they are most grateful for. For that reason, it's no surprise that I have a dedicated section in my book to thank the people who have helped me on this remarkable journey.

I strongly suggest that everyone dedicate a section of their life to gratitude. If nothing else, spelling out why you are grateful for the people around you will probably alter your relationship with them for the better. To kick off the gratitude game, I want to raise my glass to thank the people who helped me produce this book.

First, to my beloved Kris Casey (Safety and Value), you're my partner and the love of my life, who loves me for who I am (while also calling me on my bullshit!). You've walked hand-in-hand with me through this entire journey, and I'm especially thankful for the mornings you gave me encouragement to get out of bed after those long, exhausting stretches of my working late into the night. You'd say, "Come on,

Sandy, people are counting on you to make a difference today.” Of course, you succeeded by directly communicating to my emotional need for Achievement and Experience. I could not have learned what I have, loved as much as I have, or wanted to share and help others as much as I want to without you. I adore you. I love us.

I also owe thanks to my children, Lindsay (Experience) and Jack (Value).

Lindsay, you’re strong, smart, and intuitive even though (or perhaps because) you had to grow up among fighting parents. Your quest to experience all you can in life began as a young child, and I can’t wait to see the impact you will make in your and others’ lives as you continue to grow. You’ve always been supportive of me and my goals and were the first to read my entire manuscript and complete the course. Thank you.

Jack, you’re my “Jack in the box.” You entered the world six weeks early and have had a hold on my heart ever since. You’re by far the most persistent person I know, which has given me some parenting headaches, but it will serve you well as an adult. Thank you for always being supportive of my goals and achievements and peppering me with words of encouragement. Those words matter. Thank you.

Thank you to my sister Kathy Braznick (Safety). You’re my other half. Without you as my twin (and younger sister by seven minutes!), I’d never have been able to learn how to connect with people the way I have. You used to encourage me, even in the playground! I couldn’t have had a better (or more enthusiastic) cheerleader. You always ensured that I didn’t give up—always reminding me how much my work mattered to other people. You were one of the first to understand and apply the Emotional Magnets in your own life. It was a great case study. You’re also the only person who can

make me laugh till I cry, simply by giggling! Thank you for your daily support.

I am also grateful for my sister Angie Ludwig (Achievement and Value). As my older sister, you were the one who helped me when I was struggling—as a single parent and entrepreneur—by making me laugh. You're incredibly responsible, giving, and generous. Who else would get on a plane and fly across the country just to attend one of my awards ceremonies? You're a treasure and I feel gratitude for you every single day!

Cheers to the other comedian in the family, my brother Scott Wills (Value). Thank you for always making me smile and encouraging me to do more with my life by simply teasing me. What else are brothers for? Your love, support, creativity, and friendship mean the world to me.

My two brothers and sister from other mothers—Chris, Jim, and Shawna—you are incredible additions to our family, whom I am grateful for.

Chris (Safety), your mind is strategic, and your inquisitive nature and willingness to ask me questions about my work is so much appreciated. The fact that your laugh is contagious is a bonus!

Jim (Safety), your kindness, support, and calm are tonics for me. The fact that you've loved my sister for over 30 years makes you a superstar!

Shawna (Safety), you are smart, focused, and supportive. Thank you for your texts, sharing your amazement at my drive and ability to multi-task. They came at uncanny times of need. So appreciated!

Thanks to my amazing nephews and nieces, Amy, Matthew, Ross, Ty, Jules, and Max, who put up with Silly Aunt Sandy's curious questions at the dinner table and played along as I came up with creative ways to make grocery shopping

fun, made family Zoom calls entertaining, and turned the object game into a marathon. I am, indeed, silly!

My thanks to Paige and Matt, for your love and support, and for encouraging the love your father and I share.

I am incredibly grateful to Maria Montgomery (Experience), my steadfast creative and supportive story editor, for her love of this project. She applied the Emotional Magnets in her own life and had the courage to tell me when I was steering off the path in delivering my promise to my readers. I can't wait to work on my next book with you!

I am especially thankful to have had one of my dearest friends, Alyson Jones (Achievement and Value), encouraging me to develop the Emotional Magnets technique. As you are a Registered Clinical Counsellor, your support has meant a lot to me professionally. You are the first professional I shared the concept with, and you endorsed it from a psychological standpoint! That, to me, confirmed its value to a larger audience. I am so grateful for your continuous friendship, love, intelligence, and support, especially through the messy divorce years and as a fellow entrepreneur.

To my mentee and friend for the past 10 years, Allison Bran (Achievement and Experience), I've learned so much from you! You've created my brand with me, you always supported me, and you even let me borrow your family's lake cabin years ago so I could find some peace to write a segment of this book (yes, it's been many years coming!).

I am grateful to my first employee and good friend, Saralyn Porta (Achievement and Value). You were one of my very first Emotional Magnet students over 10 years ago. One Monday morning, I came blazing into the office in great excitement about my Emotional Magnet discovery, and your enthusiasm for being able to detect your own Emotional Magnet set me on my path to share my discovery with the world. For that, I will always be grateful.

Thanks also go to my incredible TEDx coach, Tania Ehman (Safety and Value). I am so grateful for your dedication, creativity, and support in helping me bring my message to the world. I am truly blessed you joined me on this journey and so appreciative for your encouragement to persevere when I was struggling.

Many thanks to my many clients over the years and to my loyal Sandy Gerber brand champions: James Newman, Faye Casey, Sara and Janet Osler, Tracy Theemes, Allison Crawford, Sandra Gee, Sunum Kaur, Brandon Sihota, Brian Flanagan, Jody MacGillvray, Don Pollard, Rachelle Tamag, Jordan Washington, Michèle Soregaroli, Jo-Anne Lauzer, Lee Giles, Shelly Lynn Hughes, Paula Skaper, and my first husband—seriously, my first husband—my social media evangelist. Your referrals, endorsements, likes, shares, and comments have directly contributed to the growing awareness of the power of Emotional Magnetism.

To Bob, I am so grateful for the role you played in my self-discovery. Our failing relationship and my desire to co-parent in a healthy manner with you is what made me start on this journey. I know that many other divorced people will read this book and recognize themselves in how unvalued they feel by their former partners. Thanks to our journey, they'll be able to heal and move forward, as we did. And thank you for our incredible children—they are a gift above anything else.

My mentors are not all people whom I've met in person but I still want to thank them because it is due to their work that I stand here today. Without them, I'd never have gained the knowledge that I've now shared with you, dear reader.

First, of course, there's Roy Garn. Thank you from the bottom of my heart for writing the book that transformed my life and my relationships. Words can't describe my gratitude. I'm sorry we can't find the real you. If you read this, please get in touch!

Peter Legge, you taught me the valuable lesson of humility early on in my entrepreneurial career. You also taught me that there are no shortcuts to success.

Big thanks to the man who wrote the first self-help book I ever read, Wayne Dyer. You taught me the true power of intention. Your encouraging words and voice still echo in my mind on difficult days.

John Maxwell, you are a communication guru, an inspiring leader, and an authentic human being. And, yes, there's value to being real. Real value (sorry, I couldn't resist a pun).

Many thanks to the author and wise man Panache Desai. I've read your book *Discovering Your Soul Signature* every morning and evening for the past two years. It has helped me to stay grounded and focused on my contribution to the world.

I'm very grateful for my publishing team at Page Two for helping me bring this book to the world. Thank you, Jesse Finkelstein, for your leadership, professionalism, and continued enthusiasm for Emotional Magnetism from day one. Thank you to my tremendously talented editor, Sarah Brohman. Having experienced the power of Emotional Magnets in your own relationship, you plunged yourself so deeply into my manuscript, examining every word, sentence, structure, and transition to ensure that the book be the best it could be.

To my book testers, Meghan and Kassara, thank you for providing feedback that helped me refine my words!

And finally, with my heart bursting with gratitude, I want to thank you, my reader, for reading this book. No words can express how it makes me feel to finally get my experience out there and see how it helps others. I'd love to find out about your experience reading this book and the impact it has on your life and relationships.

Please connect with me to share your main Emotional Magnet(s), as well as your thoughts, experiences, and results using Emotional Magnetism in your life and relationships. I hope that by discovering your own and other people's Emotional Magnets, you'll create the connection you desire with those around you. From there, your magnetism and magic will only continue to grow.

Recommended Resources

.....

THROUGHOUT this book, you've encountered various resources that I've recommended with glowing words of praise (you may thank me via email or buy me flowers). I've compiled a list of them below, so you don't have to plow through the book to find them. We all know that going through an entire book just to find that one recommendation can be a pain in the backside. So much of a pain, in fact, that we might skip it entirely... because the kids need picking up, we have a new Netflix series to binge on, or there's a leak in the bathroom.

The following are my recommendations for further reading. You can find additional resources that will help you on the road to experiencing Emotional Magnetism on my website.

Firstly, let's start with my own resources. There are many ways you can continue to learn and practise Emotional Magnetism. You can sign up for the Emotionally Magnetic

Communication e-course and take the online version of the Emotional Magnets quiz on my website, SandyGerber.com. You will also find the Emotional Magnetism Book Club Kit, upcoming workshops, and speaking events on the site. For some people, the Emotional Magnets quiz is easier done online, and printing out the communication blockers also makes them accessible. Additional helpful resources are available in the Tools section of the site.

Now, for the books! Let's start with the obvious: Roy Garn's *The Magic Power of Emotional Appeal*. It was the inspiration that kick-started my book and I can't praise it enough. I have interpreted much of the information I learned from Garn, but I still highly recommend you pick up the book for your own evaluation. Sadly, Garn's book is out of print, so look for it online or at the library.

One of my favourite communications mentors is John C. Maxwell, and I wouldn't be where I am today without him. All of his books are excellent, but *Everyone Communicates, Few Connect* is still my go-to read of his.

Another favourite of mine in the personal development and communications space is Wayne Dyer. May he rest in peace. Remember my eureka moment in the office regarding how to approach my ex? It was partially spurred by Dyer saying, "When you change the way you look at things, the things you look at change." A few of my favourite Dyer books are *The Power of Intention*, *The Shift*, and his children's book *Incredible You*.

If you want to understand what love means to you and those around you, read Gary Chapman's *The 5 Love Languages*.

The other books I devoured before I reached the tipping point (including *The Tipping Point* by Malcolm Gladwell) are as follows:

- Albom, Mitch. *Tuesdays with Morrie: An Old Man, a Young Man, and Life's Greatest Lesson*. New York: Broadway Books, 2017.
- Brown, Brené. *Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead*. New York: Avery, 2015.
- Byrne, Rhonda. *The Secret*. New York: Atria Books, 2006.
- Carnegie, Dale. *How to Win Friends and Influence People*. New York: Gallery Books, 1998.
- Chapman, Gary. *The 5 Love Languages*. Chicago: Northfield Publishing, 2015.
- Cialdini, Robert B. *Influence: The Psychology of Persuasion*. New York: Harper Business, 2006.
- Coelho, Paulo. *The Alchemist*. New York: HarperOne, 2006.
- Covey, Stephen R. *The 7 Habits of Highly Effective People*. New York: Simon & Schuster, 2020.
- Doty, James R. *Into the Magic Shop: A Neurosurgeon's Quest to Discover the Mysteries of the Brain and the Secrets of the Heart*. New York: Avery, 2016.
- Doyle, Glennon. *Untamed*. New York: Dial Press, 2020.
- Faber, Adele, and Elaine Mazlich. *How to Talk So Kids Will Listen & Listen So Kids Will Talk*. New York: Scribner, 2012.
- Goulston, Mark. *Just Listen: Discover the Secret to Getting Through to Absolutely Anyone*. New York: HarperCollins, 2015.
- Gray, John. *Men Are from Mars, Women Are from Venus*. New York: HarperCollins, 2012.
- Hanson, Rick. *Buddha's Brain: The Practical Neuroscience of Happiness, Love & Wisdom*. Oakland, CA: New Harbinger Publications, 2009.
- Hay, Louise L. *You Can Heal Your Life*. Carlsbad, CA: Hay House, 1995.

- Hicks, Esther and Jerry. *The Law of Attraction*. Carlsbad, CA: Hay House, 2006.
- Hill, Napoleon. *How to Own Your Own Mind*. New York: TarcherPerigee, 2017.
- . *Success Through a Positive Mental Attitude*. New York: Gallery Books, 2007.
- . *Think and Grow Rich*. New York: Penguin Publishing Group, 2005.
- Kahneman, Daniel. *Thinking Fast and Slow*. New York: Farrar, Straus and Giroux, 2011.
- Levine, Amir, and Rachel Heller. *Attached: The New Science of Adult Attachment and How It Can Help You Find and Keep Love*. New York: TarcherPerigee, 2011.
- Losier, Michael J. *Law of Attraction: The Science of Attracting More of What You Want and Less of What You Don't*. New York: Grand Central Publishing, 2019.
- . *Law of Connection: The Science of Using NLP to Create Ideal Personal and Professional Relationships*. New York: Hachette Book Group, 2009.
- Manson, Mark. *The Subtle Art of Not Giving a F*ck*. New York: HarperOne, 2016.
- Munsch, Robert. *Love You Forever*. Richmond Hill, ON: Firefly Books, 2011.
- Rath, Tom. *StrengthsFinder 2.0*. Washington, D.C.: Gallup Press, 2007.
- Ruiz, Don Miguel Jr. *The Four Agreements*. San Rafael, CA: Amber-Allen Publishing, 1997.
- . *The Mastery of Self*. Boerne, TX: Hierophant Publishing, 2016.
- Sincero, Jen. *You Are a Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life*. Philadelphia: Running Press, 2013.

- Singer, Michael A. *The Untethered Soul: The Journey Beyond Yourself*. Oakland, CA: New Harbinger Publications, 2007.
- Sullivan, Jay. *Simply Said: Communicating Better at Work and Beyond*. Hoboken: Wiley, 2017.
- Tolle, Eckhart. *The Power of Now: A Guide to Spiritual Enlightenment*. Novato, CA: New World Library, 2004.
- Vitale, Anil. *Buying Trances: A New Psychology of Sales and Marketing*. Hoboken: Wiley, 2007.

I've mentioned the famous mentalist Derren Brown earlier in this book (p.44). If you want an insight into how people think and how to change their minds, you might want to check out his books. (This is coming from my story editor. I'm still getting around to reading them!)

If you want insight into the minds of top achievers, check out Amazon's *World's Toughest Race: Eco-Challenge Fiji* (filmed in 2019) or *The Path Made Clear* by Oprah Winfrey. If you want to get up close and personal with someone who is driven by Experience, read any autobiography by Richard Branson. For more entrepreneurial ventures, but by someone driven by Value, read *Sam Walton: Made in America*. For those of you driven by Safety, who need evidence-based research and six easy and universal principles of influence, Robert B. Cialdini's *Influence: The Psychology of Persuasion* will appeal to you.

I also recommend reading Mandy Len Catron's article "To Fall in Love with Anyone, Do This" in the *New York Times*. I had the privilege of taking Professor Catron's creative writing course at the University of British Columbia. She's a wonderful TEDx speaker and the author of *How to Fall in Love with Anyone: A Memoir in Essays*. You might also want to try out Catron's questionnaire "The 36 Questions That Lead to Love" in the *New York Times*.

Well, that's it folks. I hope you find what you need in these invaluable resources. As an avid learner, I am constantly adding to my bookshelves. For more recent recommendations, have a look at my website where I update my recommended reading list. So, as my mother used to say, "Run yourself a bath, grab some wine and your book, and get to it!" Make time and space for you to grow. Enjoy!

Notes

.....

Chapter 1

“When you change the way you look at things, the things you look at change.” Wayne Dyer, *The Power of Intention: Learning to Co-create Your World Your Way* (Carlsbad, CA: Hay House, 2004), 256.

Surprisingly, 65 percent of people filing for divorce...

Rochelle Bilow, “Want Your Marriage to Last?”

YourTango, November 18, 2013, yourtango.com/experts/rochelle-bilow/want-your-marriage-last.

According to the *Harvard Business Review*... Zhou Jiang,

“Why Withholding Information at Work Won’t Give You an Advantage,” *Harvard Business Review*, November 26, 2019, hbr.org/2019/11/why-withholding-information-at-work-wont-give-you-an-advantage.

According to research done in 2019 by Gallup...

Jim Harter, “4 Factors Driving Record-High Employee Engagement in U.S.,” Gallup, February 4, 2020, gallup.com/workplace/284180/factors-driving-record-high-employee-engagement.aspx.

According to a 2019 email statistics report . . . “Email Statistics Report, 2019–2023,” The Radicati Group Inc., 2019, [radicati.com/wp/wp-content/uploads/2018/12/Email-Statistics-Report-2019-2023-Executive-Summary.pdf](https://www.radicati.com/wp/wp-content/uploads/2018/12/Email-Statistics-Report-2019-2023-Executive-Summary.pdf).

“If you want to connect with others, you have to get over yourself.” John C. Maxwell, *Everyone Communicates, Few Connect* (Nashville: HarperCollins Leadership, 2010), 29. He says that you have to learn to listen . . . Stephen Covey, *The 7 Habits of Highly Effective People* (New York: Simon & Schuster, 2013), 252.

Chapter 5

Samuel Moore Walton (1918–1992) . . . Biography.com editors, “Sam Walton Biography,” Biography.com, March 6, 2020, [biography.com/business-figure/sam-walton](https://www.biography.com/business-figure/sam-walton).

“I want to buy these ribbons and bows direct.” Sam Walton and John Huey, *Sam Walton: Made in America* (New York: Bantam Books, 1993), 31.

Chapter 8

“Know your own mind, and you will be as wise as the sages.” Napoleon Hill, *How to Own Your Own Mind*, performed by Robertson Dean, Blackstone Audio, Inc., 2017, audio ed., 7 hr., 45 min.

Index



- Achievement: the Achievement
 persona, 69; downside, 74–75;
 examples of, 67–68, 78–79, 128;
 motivators, 71, 71–73, 128; pros
 and cons, 70–71, 80; reader
 musings, 81; scenarios, 75–77
- activating Emotional Magnetism:
 acknowledge differences, 156–60;
 fulfill your needs, 161–62; identify/
 share magnets, 154–56; mutual
 appeal, 164; mutual appeal, exam-
 ples, 164–69; mutually met needs,
 162–64
- analysis blocking: comparing, 43–44;
 diagnosing, 45; excessive ques-
 tioning, 46; filtering, 45–46;
 human factor, 42–43; mind
 reading (cognitive bias), 44–45
- blocking. *See* analysis blocking;
 helper blocking; solo blocking
- Branson, Richard, 98
- business strategy, 13–14, 18–19,
 20–21
- communication: blockers, 32–47;
 conflict, 5, 13, 18, 62, 94, 129;
 customer-needs focus, 12, 21;
 effective, 4–5, 6, 13–14, 21,
 26, 29, 146, 155, 167, 168; email,
 14; engaging, 14–15, 17, 21, 25, 29,
 42, 45, 62, 77, 92, 102, 164; exer-
 cises, 47; failure of, 1–3, 12–13, 17,
 26–27, 29, 121–22, 133–34, 153;
 fundamental nature of, 1, 13–14;
 inner dialogue, 28–30, 32–33;
 listening, 28, 30. *See also* analysis
 blocking; Emotional Magnetism;
 helper blocking; solo blocking
- Communication Blockers
 Assessment tool, 155
- coping mechanisms, 29, 43, 46
- Covey, Stephen, 28
- cues and clues: Achievement cues,
 145, 146, 147–48; avatars, 138;
 behavioural clues, 139–42;
 cue creation, 144; cue creation,
 example of, 146; Experience
 cues, 145, 146, 149;

- linguistic cues, 142-43; Safety cues, 145, 146, 147; scenarios, 150, 151, 152; Value cues, 145, 146, 148-49
- divorce, 13
- Dyer, Wayne, 12
- Emotional Magnetism: activation of, 153-69; and business strategy, 13-14, 18-19, 20-21; communication (*See* communication); emotion-based responses, 55-56, 70, 78-79, 93, 103-4; and emotional needs (*See* emotional needs); influence don't manipulate, 26-27; labelling, 38, 48-49, 159-60, 168-69; learning opportunities, 110-11; Magnets, 4, 5, 17, 18 (*See also* Emotional Magnets); relationships, 3-5, 12-13, 14, 17-18, 21-22, 25-27, 28, 40, 64, 121-22, 133-34, 155-56, 160, 166-67, 168-69; want vs. need, 16-17. *See also* activating Emotional Magnetism; analysis blocking; emotional needs; helper blocking; solo blocking
- Emotional Magnets: acceptance of, 5, 48-49, 123, 153-54, 159-60, 169; Achievement, 67-81; appeal to, 18, 21-22, 64, 111, 164-66; changing circumstances, 22-24, 132; cues and clues to, 137-52; Experience, 95-105; identification of, 17-18, 125-35; quiz, 109-23; Safety, 53-66; self-evaluation, 25, 109-10; task management, 161-62; Value, 83-94; variable appeal, 19-20, 125-26, 138-39. *See also* Achievement; cues and clues; emotional needs; Experience; main magnet, identification; Safety; Value
- emotional needs: appeal to, 6, 12, 18, 64-65, 152, 153-54, 160, 164, 166, 169; awareness of, 5, 38, 43, 44, 48, 84, 103-4, 138-39, 158; changing circumstance, 23, 24, 132; compassion and empathy, 48-49, 63, 122-23, 155, 156-58; connection to, 27; cultural influence on, 24; decision drivers, 4, 16, 19-20, 85; emotional welfare, 80; fulfill your needs, 161-64; satisfaction of, 17-18, 21-22, 26, 28, 53-54, 129, 132; trauma, influence on, 23, 132
- Everyone Communicates, Few Connect* (Maxwell), 15
- exercises, 47, 111-21, 135
- Experience: best laid plans, 95-96; downside, 100-101; the Experience persona, 96-97; friction, example of, 103-4; motivators, 98, 98-100; pros and cons, 97-98, 105; reader musings, 105; scenarios, 101-3
- Ferriss, Tim, 85
- friction, 55-56, 103-4
- Gallup, 13-14
- Garn, Roy, 3-4, 17
- Harvard Business Review, 13
- helper blocking, 41-42
- Hill, Napoleon, 129
- inner dialogue, 28-30, 32-33
- labelling, 38, 48-49, 159-60, 168-69
- Magic Power of Emotional Appeal, The* (Garn), 3-4, 17
- magnetism. *See* Emotional Magnetism

- magnets. *See* Emotional Magnets
- main magnet, identification:
 decision-based identification,
 examples of, 130–34; exercise,
 135; ranked elimination, 126; as
 surprise, 127–28, 129; variable
 appeal, 125–26, 138–39
- Maxwell, John C., 15
- quiz, Emotional Magnet assessment,
 111–21
- Radicati Group, 14
- relationships: breakdown in, 12–13,
 133–34; communication in, 14,
 17–18, 168–69; connections, 3–5,
 25–27, 28, 40, 160; identifica-
 tion of needs, 21–22, 64, 121–22,
 155–56, 166–67
- Safety: downside, 59–60;
 emotional support, 65; friction,
 55–56; motivators, 57–59;
 pros and cons, 56–57; reader
 musings, 66; the Safety persona,
 54–55; scenarios, 60–63;
 sensitivity to needs, examples
 of, 63–64, 64–65
- Sam Walton: Made in America*
 (Walton), 83
- self-evaluation, 25, 109–10
- self-talk, 28–30, 32–33
- 7 Habits of Highly Effective People, The*
 (Covey), 28
- solo blocking: avoidance of concern,
 35; being right, 35–36; dreaming
 (tangential thinking), 38; focus on
 self, 33–35; identification, 31–32,
 37; labelling, 38; moralizing,
 36–37; rehearsing, 37; sparring not
 conversing, 36
- Value: downside, 90; example of,
 83–85, 93–94; motivators, 87,
 87–89; pros and cons, 86–87;
 reader musings, 94; return on
 investment, 86; scenarios, 91–92;
 the Value persona, 85–86
- Walton, Helen, 84
- Walton, Samuel Moore, 83–85



PHOTO: KRISTY POWERS

About the Author



SANDY Gerber is a multiple-award-winning communications and marketing strategist, who has revitalized communications for some of Canada's most beloved brands, founded three successful companies, and authored two books. Gerber champions the power of the Emotional Magnets to boost understanding and communication in all our relationships.

As the CEO of NEXT Marketing Agency, Gerber set a new standard for innovative communications, growing the company from her bedroom into one of the top 100 fastest growing companies in British Columbia. She attributes her success to a unique blend of interest in communication techniques and psychology. Using her communications expertise, Gerber is currently the Chief Marketing Officer for CubicFarms, a Canadian technology company leading

the agricultural revolution to help farmers to grow indoors, locally, and sustainably.

Gerber has been awarded multiple honours over the years, including Mompreneur of the Year, YWCA's Women of Distinction Finalist, and Businessperson of the Year. Known for her engaging and fun visual speaking style, Gerber has made a global impact through her popular 2021 TEDx Talk, "The Secret to Successful Romantic Relationships," and enlightened thousands of people at conferences, corporate events, universities, sales training events, and mentor programs across North America. She has individually coached hundreds of people in effective communication methods and in customer service excellence standards.

Born in Quebec, Gerber (Experience) currently lives in Vancouver, British Columbia, with her partner Kris (Safety) and her two children, Lindsay (Experience) and Jack (Value). Rounding out their family on their daily adventures is their Havanese dog, Router.

For more information on Sandy Gerber and/or Emotional Magnets, please check out SandyGerber.com.

***Emotional Magnetism* is the self-help book for people who want to improve their communication and connection in their relationships.**

HAVE you ever felt unheard or misunderstood? Maybe your partner just doesn't seem to get why some things are important to you. Or perhaps your boss is seemingly oblivious to half the things you've pointed out in the past week. You're not alone.

In this life-changing book, communications expert Sandy Gerber reveals how, by understanding the four Emotional Magnets that motivate people to listen and act, she transformed her relationships—and how you can do the same.

Gerber's highly relatable stories, sage advice, easy exercises, and Emotional Magnets quiz help you to:

- Identify what blocks your communication **NOW**.
- Discover what you emotionally **NEED** to be happy.
- Learn **HOW** to create greater engagement with your words.
- Understand **WHY** the people in your life make the choices they do.

As you'll quickly discover, when you know how to communicate what you need to be happy and respond to the Emotional Magnets of the people around you, you'll magnetize your relationships. Not only will you be heard and understood, but you'll understand what people want—and how to deliver it.

sandygerber.com



PAGE TWO

pagetwo.com

Cover design: Taysia Louie

\$16.95 USD

\$21.00 CDN

ISBN 978-1-77458-199-5



9 781774 581995