

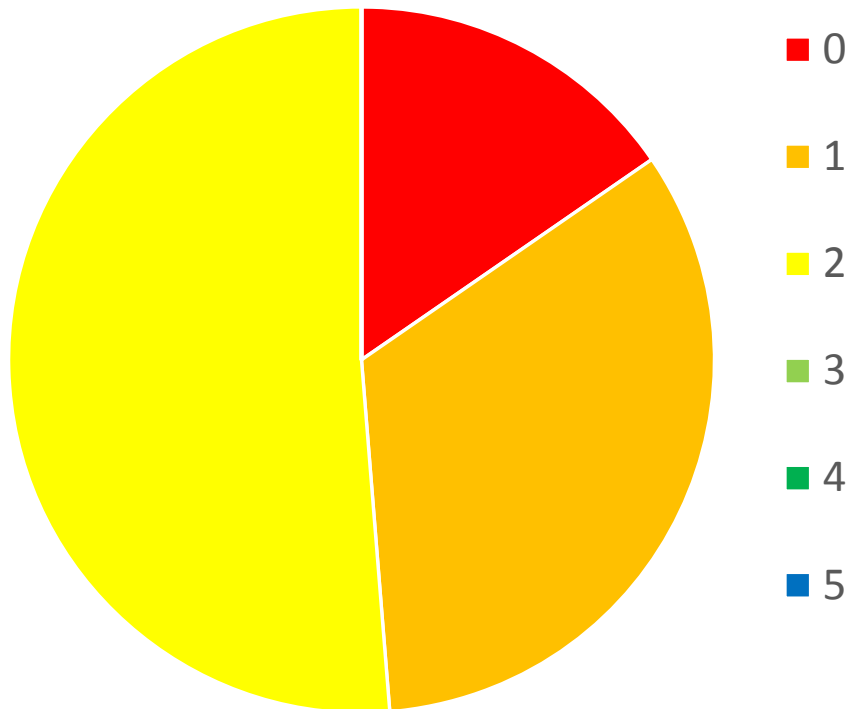


If you always do what you  
always did...

(Or, If what you're doing isn't getting the results  
you want, change something – anything!)

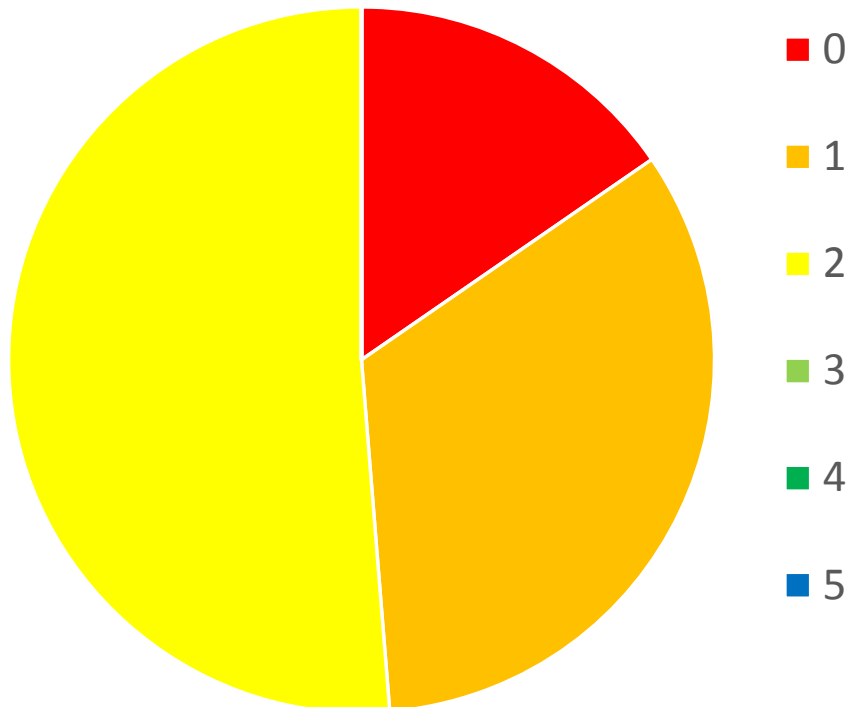
# What's the problem?

Businesses attending for a chat 2014

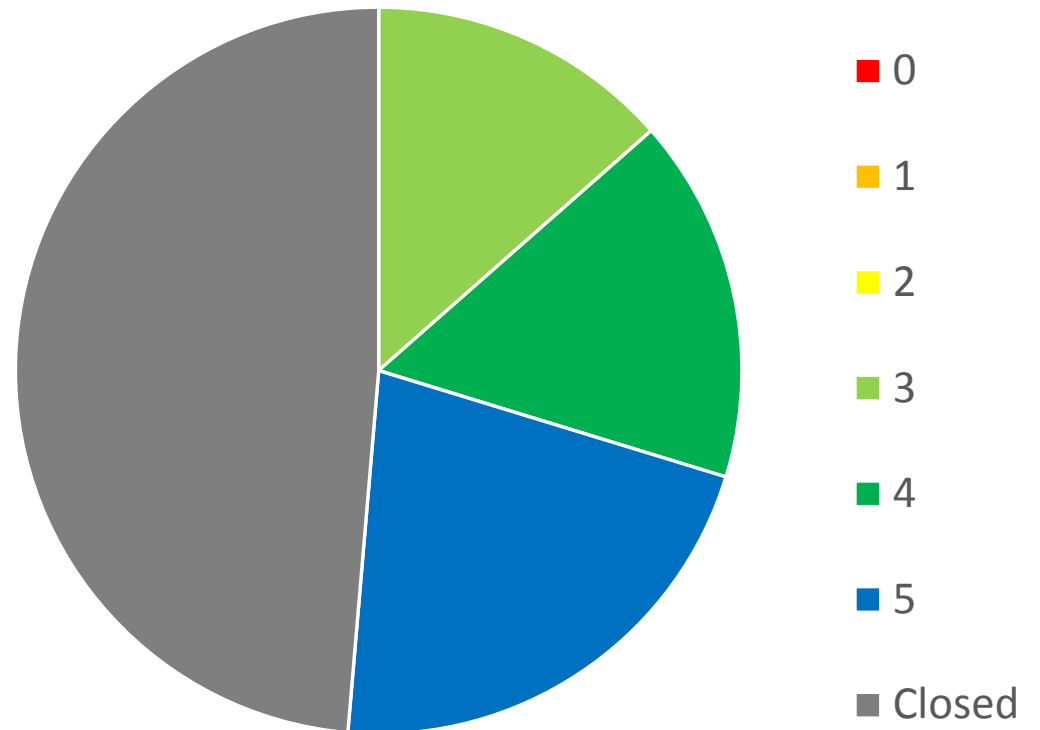


# What's the problem?

Businesses attending for a chat 2014



Businesses rating 2017



# Why does it affect me?

	0, 1 or 2 rated premises	3, 4 or 5 rated premises
Time to inspect	Longer	Shorter
Frequency of inspection	6 / 12 monthly + revisits	18 months +
Risk posed to public health	More	Less
Impact	-ve	+ve

# What do you want me to do about it?

If you're interested in:

Reduced inspection duration/frequency ✓

Reduced potential risk to public health ✓

Being able to positively influence others ✓  
(and yourself)

I'd like you to consider the following:

# Getting people to do stuff

## co·erce

/kō'ərs/

### Verb

1. Persuade (an unwilling person) to do something by using force or threats.
2. Obtain (something) by such means.

### Synonyms

force - compel - constrain - oblige - enforce



# Getting people to do stuff

## co·op·er·ate

/kō-'ä-pə-,rāt/

### Verb

1. To work together: to work with another person or group to do something.
2. To be helpful by doing what someone asks or tells you to do.
3. To act in a way that makes something possible or likely.

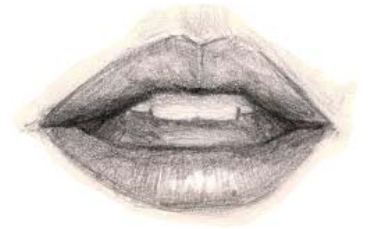


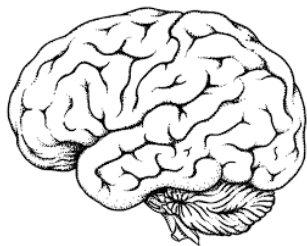
Getting people to do stuff

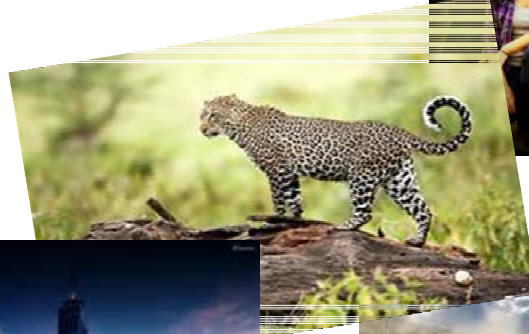
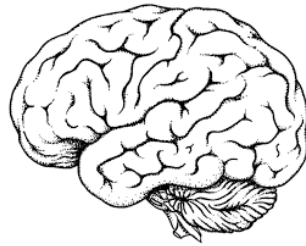
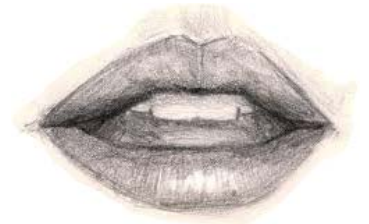






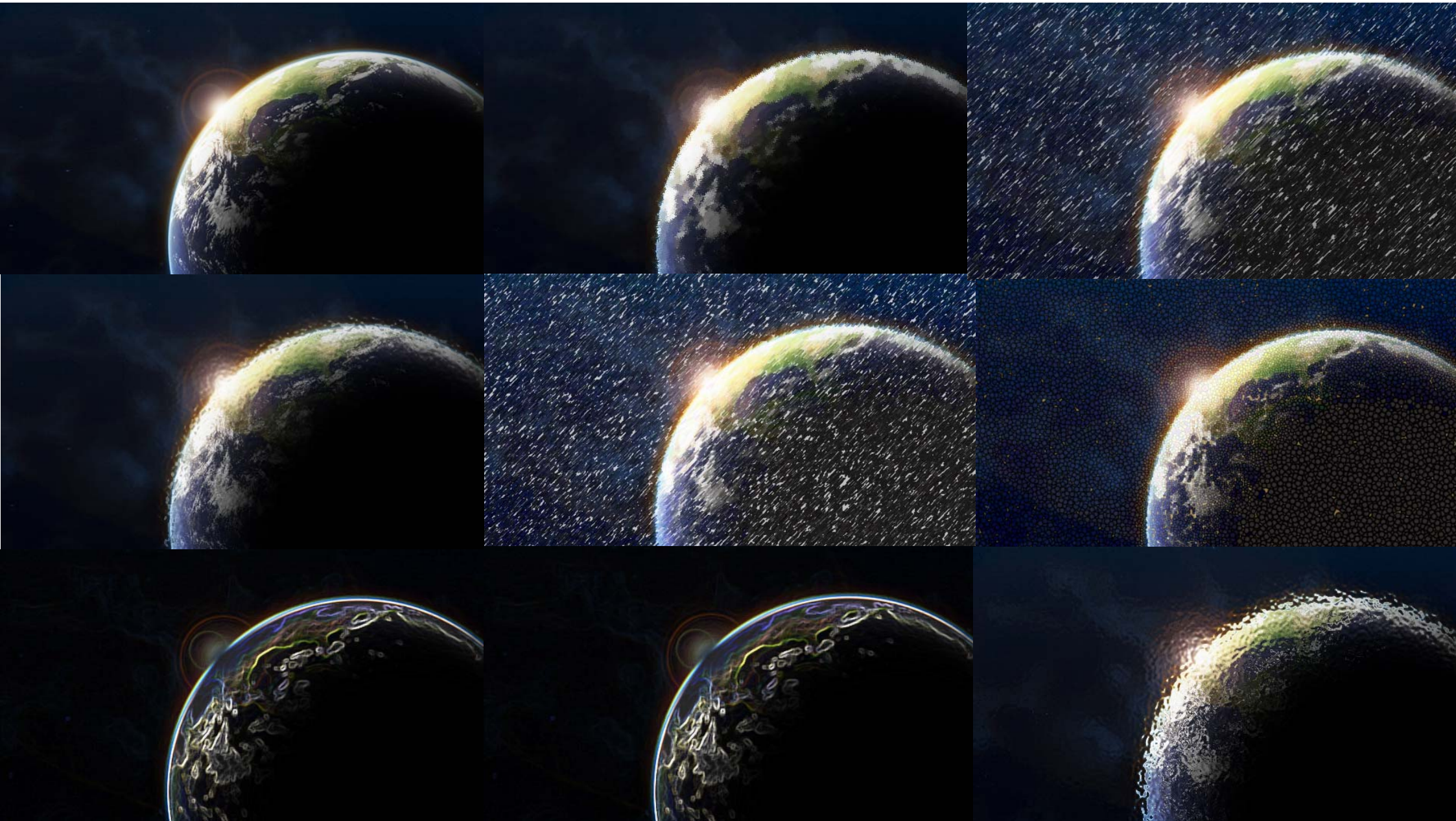




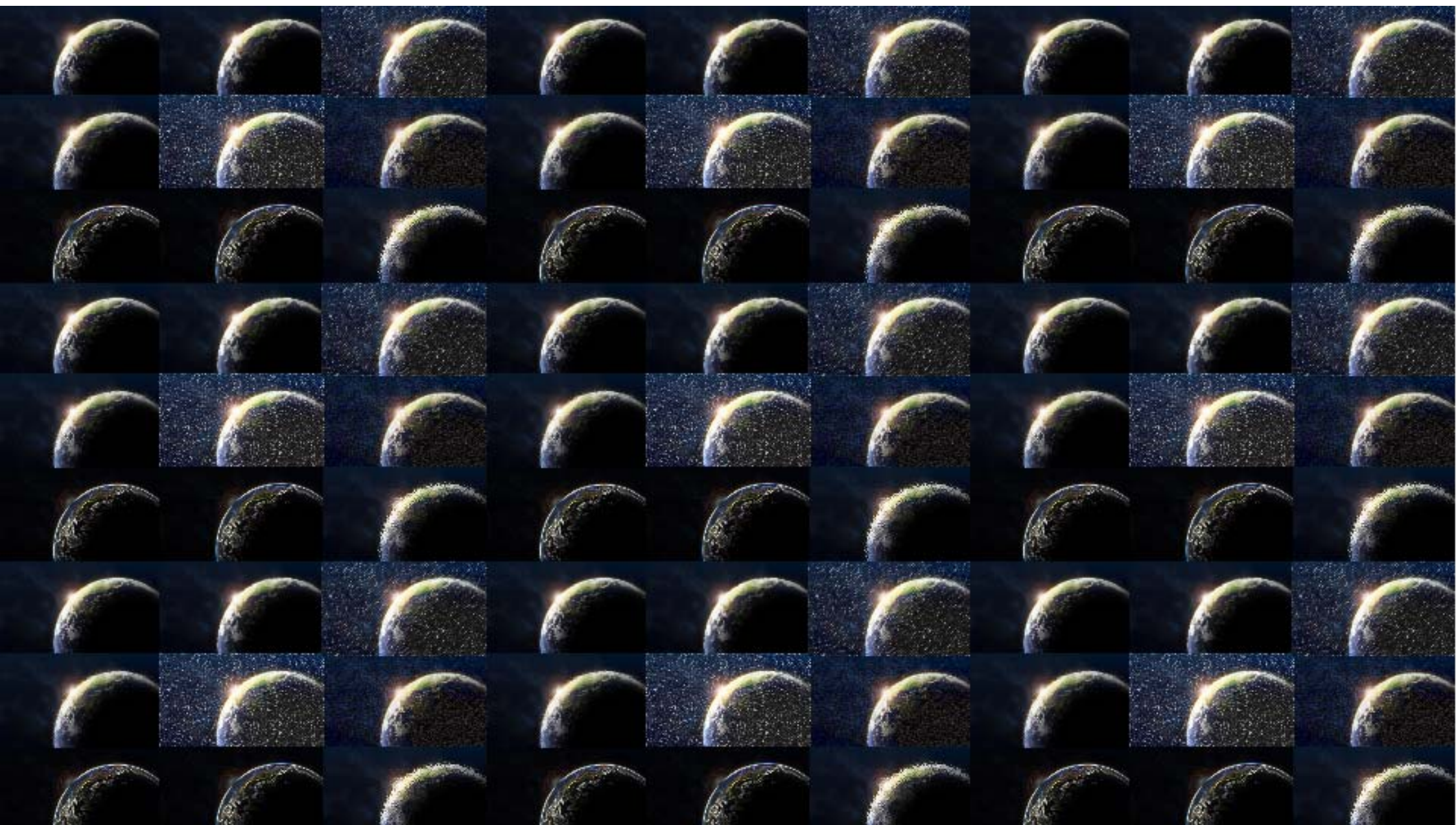




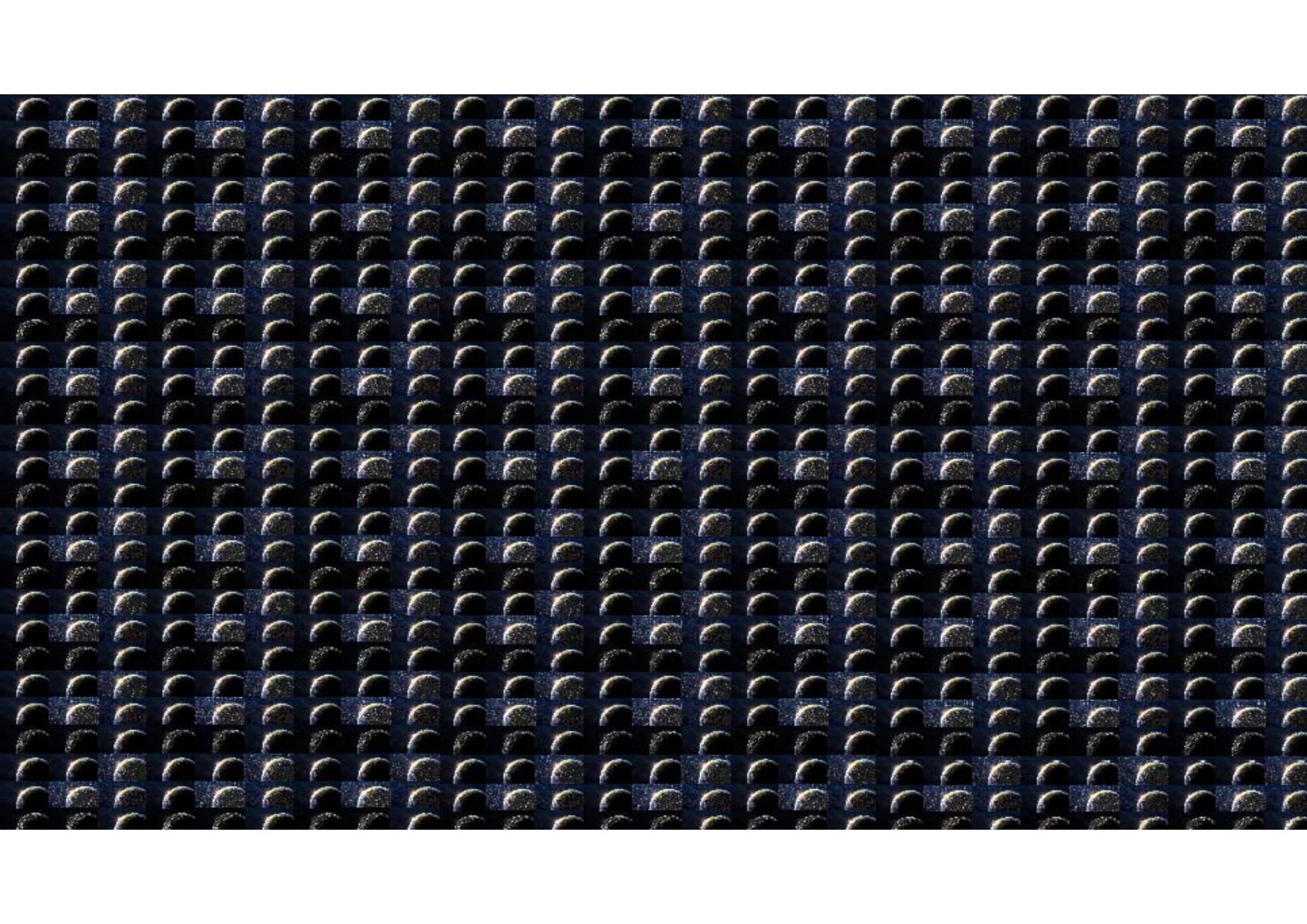


















# Meet them in their model of the world

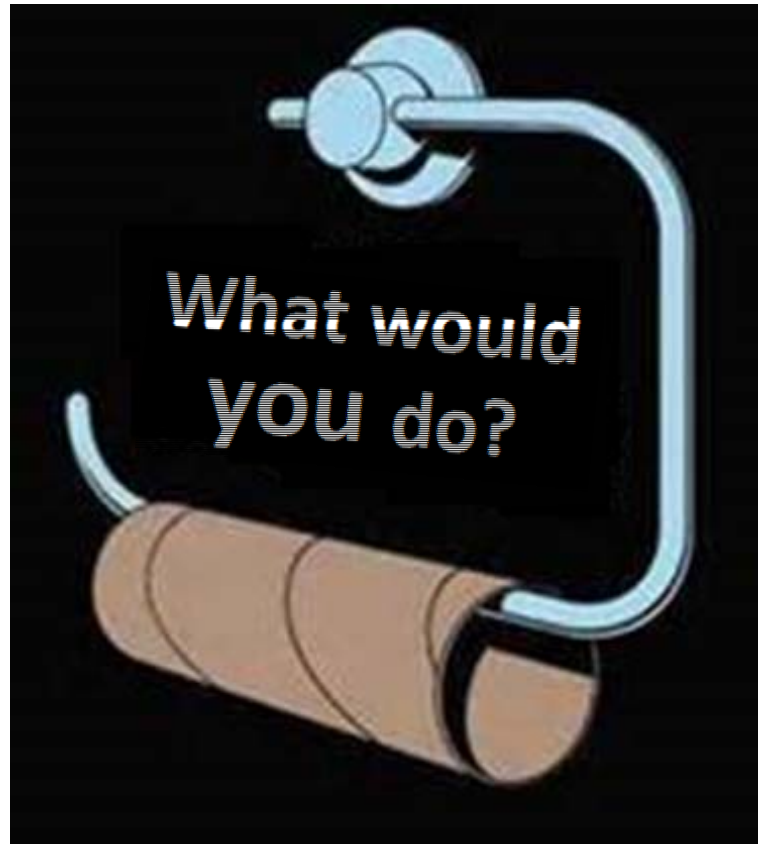


Meet them in their model of the world



Why don't people do what we ask?

Why don't people do what we ask?



# The theory behind the practice

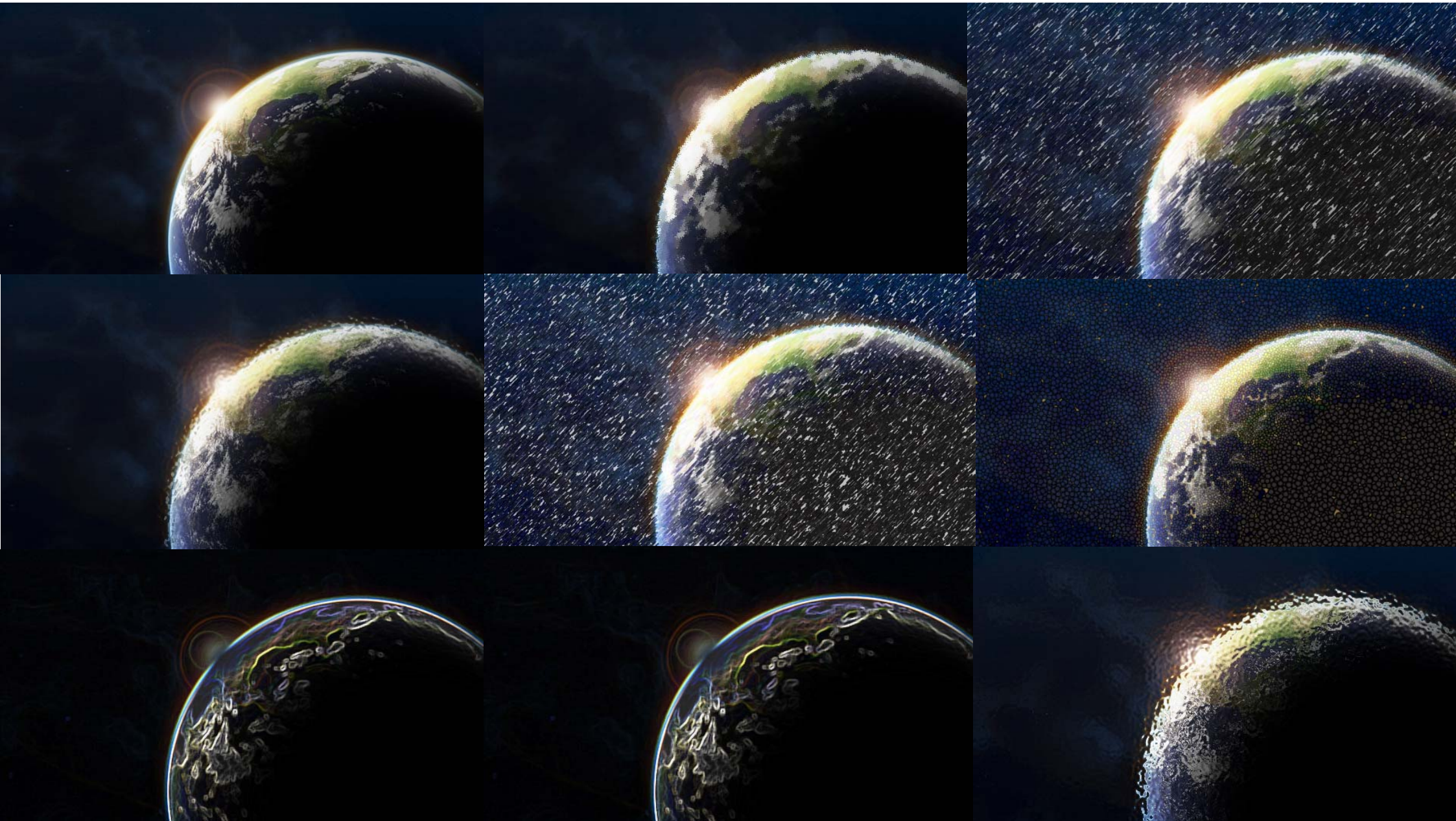


- Neuro-Linguistic Programming (NLP)
- Behavioural Economics
- Transactional Analysis
- Cognitive Behaviour Therapy
- Jedi mind tricks



Rapport and credibility







Agree a shared goal



Positively influence their state



# Handle objections



Commit to action



I will  
do \_\_\_\_\_  
by \_\_\_\_\_

Rapport and credibility is key



## Exercise 1

What do you know about this person's model of the world?

# Representation systems



Motivation – towards or away?

Reference – internal or external?

Cadence; key words; tone; speech patterns...

## Exercise 2

**The Food inspector feels a call at a premises which routinely scores poorly following inspections is due. The food business operator has a few things they want to get off their chest before the inspection has even touched first base...**

I'm glad you're here – I've got a feeling this visit is going to be a lot better than the last one.

I really appreciate the nudge you gave me – it was probably a push in the direction I needed.

I totally get the “Light touch” stuff you were telling me about – and I certainly don't want you to get heavy handed with me.

I know if I want to make a success of this business, it's up to me to get my hands dirty and really put the effort in, and having a routine really helps me get where I want to be.

I've updated that Safer Food better Business pack, and got in touch with a consultant who's giving me a helping hand just to get things straight.

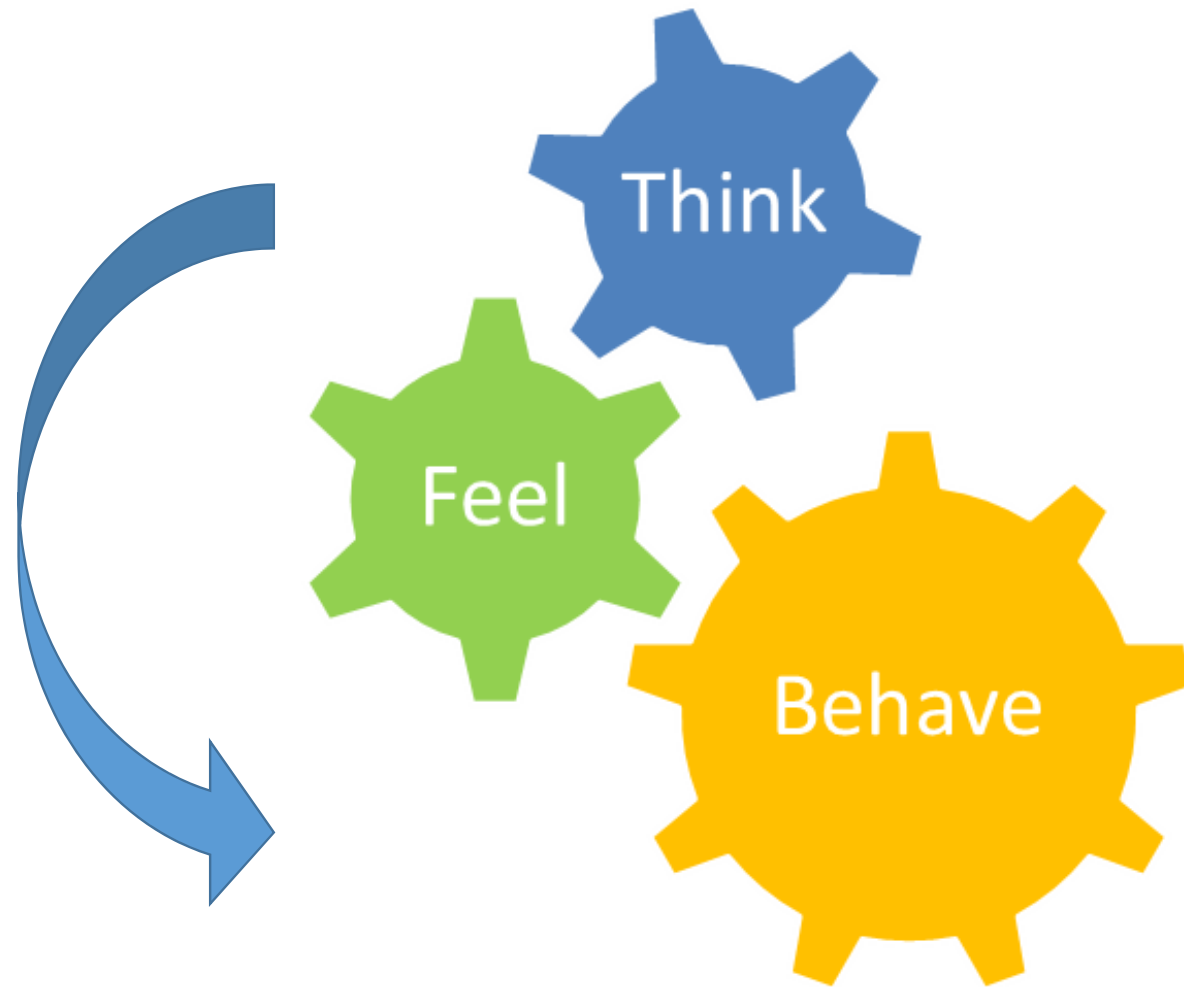
It's so much better for me now I have a solid process to follow, as it helps me keep a tight rein on things here.

I'm sure you'll feel things are running much more smoothly now, and I hope I can improve my food hygiene rating.



That's them sorted...

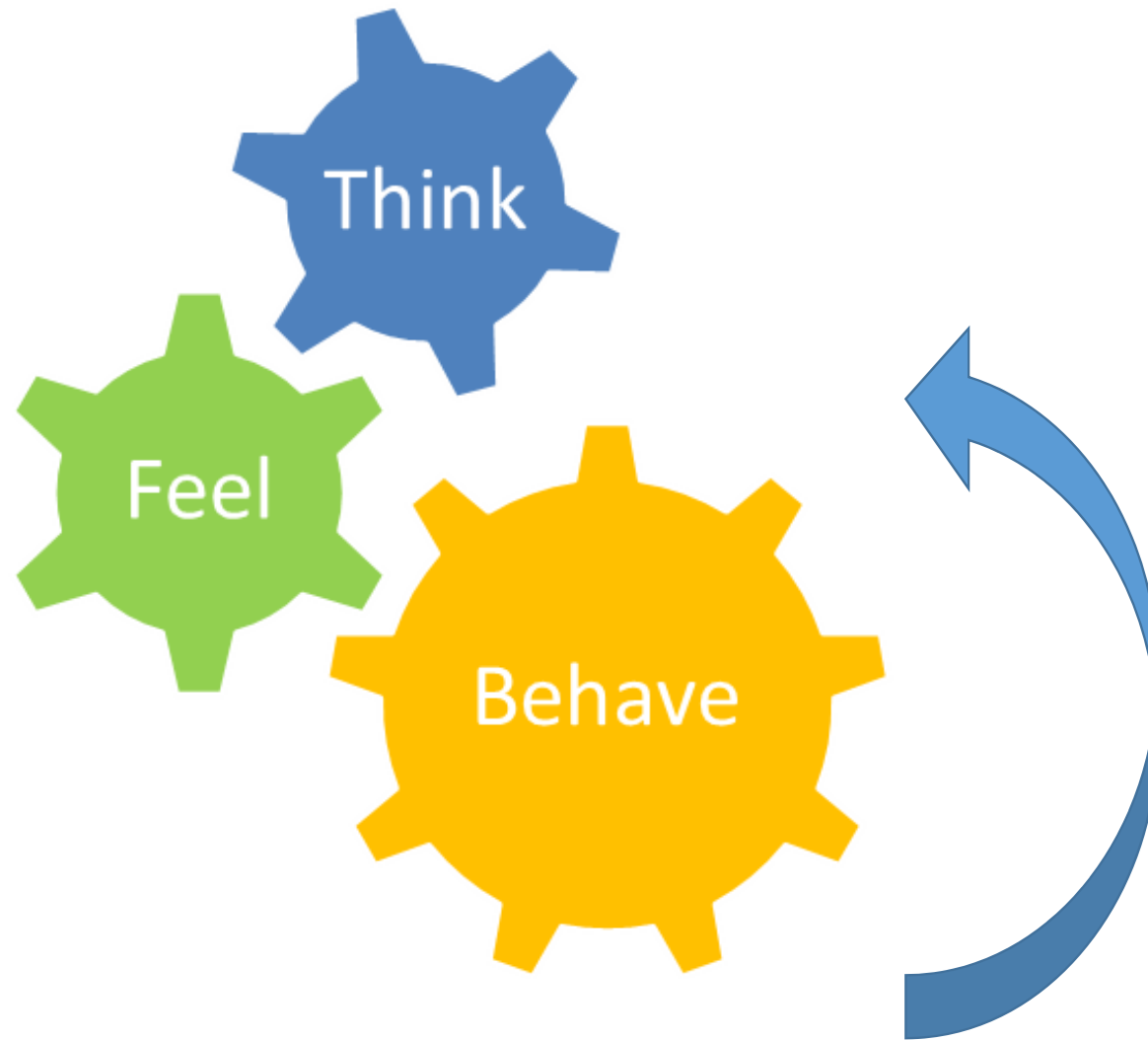












How to feel rubbish...



# How to feel rubbish...



- Testosterone -10%
- Cortisol +15%

Misery loves company





How to feel great...



# How to feel great...



- Testosterone +20%
- Cortisol -25%



Coercion v cooperation (there's a time for each)

Build rapport – how?

Meet them in their model of the world – how?

Agree a goal – how?

Choose your own state and positively influence theirs – how?

Get them to commit to action – how?

# What's your next smallest step?



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