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Chris Croft, Speaker and Trainer

Why Can't People

Be

More

Like

Me?!



**Using simple psychology to
understand yourself and others**



Andy Edwards

“Why Can’t People Be More Like Me?!”

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Introduction

***“All the world is odd apart from you and me.
And even you are a little strange!”
(adapted from) Robert Owen***

Have you ever thought that everyone around you is an utter idiot? Have you ever wished that other people could see things the way YOU see them? Have you ever wished that others were a little bit more like you? Then this book is for you!

Actually, I hope that the main reason you are here is that you are interested in how other people tick. If so, then I guarantee you will not get a better opportunity to understand yourself and other people than the one you have right now.

Throughout this book I will refer to APA. This stands for ‘Applied Psychometric Awareness’, which gives a clue to what we are all about here. Applied = functional; something you do in real life. Psychometric = identifying personality differences. Awareness = being consciously attentive

So APA is increasing your understanding of the differences between us all, and how you can relate to those people NOT like you.

Perhaps you’re a business owner and you recognise that an important component of your service is the connection you build with your customer or client.

Perhaps you are a leader or manager in a business and you recognise that you need to understand, engage, influence and motivate staff to be productive members of a team... not always the easiest of jobs.

Or perhaps you are none of the above but simply want to understand yourself and others better... Whatever your reason for being here it'll be because you are interested in improving relationships by understanding others.

I often say that the primary currency in business and life is not money - it's relationships. In business we don't even get to the money without the customer having a relationship with the business or a person within it. In life very little is accomplished without others being present, adding to or sharing in celebrating an achievement. So it's important, this relationship stuff!

What, then, will this book bring you? Well, if after reading it, all you achieved was a deeper understanding of yourself and others, that would be worth it in itself.

However, your knowledge of APA (remember: Applied Psychometric Awareness) will bring you many other benefits some of which I don't even know, because you will apply your new knowledge to YOUR situations and relationships to any number of positive effects. Perhaps you'll tell me about them one day.

But here's what to expect once you have finished the book and have applied the learning:

- People will be drawn to you – and they won't know really know why
- You will have the knack of being able to 'read' someone almost instantaneously
- Your Communication with others will improve – misunderstandings drop
- You will be far more self-accepting and confident in who you are

- You will find it easier to forgive – or at least understand why people behave in negative ways
- You may become more tolerant – and yet more assertive
- You will be able to anticipate how certain people will react to certain situations
- You might even find out what people say about you when you're not there!

And that's just for starters – it all depends on how you apply your learning – and in what context.

So, what do you actually get?

In the first half of this book I'll cover the psychological basics first. In the second half, it's a more advanced 'Jedi Knight' version!

Just a quick word about what this is NOT. APA is not a heavy academic psychometric training model. If that's your bag, go take a psyche degree – or contact a national psychological society or body, and enrol on one of their academic courses. Let's face it hundreds of thousands of people do.

No, APA is all about taking the most useful, practical, applicable and, yes, EASIEST parts of the subject and packaging these elements into simple but effective learning that you can put into practice almost immediately.

Still in the right place? Good!

This book is designed to be read in chapter order however, if you prefer to 'Dip', then here's an overview of the ten chapters:

Chapter 1 is called **First meeting**. This looks at what happens when we are introduced to someone for the first time. Most of it happens unconsciously, so I am sure you'll find this chapter revealing.

Chapter 2 is called **Who are you REALLY?** Here we explore the categories and judgements we all bring in order to make sense of the world. What happens when we categorise other people or categorise ourselves? Let's find out in chapter 2.

Chapter 3 is called **The Psychological types**. This is where we explore some of the underpinning psychology behind Applied Psychometric Awareness. And you will have heard of the chap who started it all I'm sure. This is the science bit. So, as the advert once said, you'll need to concentrate!

Chapter 4 is called **What do other people think of me?** Yes, we discover what people probably say about you when you're not there. Not the most comfortable of sections – but who said self-discovery was easy?

Chapter 5 is called **Recognising, Connecting and Communicating**. How can we recognise a particular psychological type? What should we look out for? And, having established their type, what can we do to create and maintain the best possible relationships with that person?

Chapter 6 I call **Beyond Mars and Venus** in which, using a simple psychological model, we look at FOUR planets (not just two), and so get to understand why some of us look at the world in such different ways. Someone else's perception, however 'wrong' to us is simply their version of reality.

Chapter 7 is all about **Carl Jung and the deeper underpinning psychology**. 'Attitudinal Functions' are the key. These are the fun-

damental building blocks of typology. We also drill down into some more Jungian psychology including Bipolar Dynamics (which suggests that you are the opposite of what you're NOT).

Chapter 8 is all about **Influence and Manipulation techniques**. We consider the 6 influence triggers and understand how to apply them when influencing someone, and protect ourselves when being manipulated. We also learn some tricks of the psychological trade – including how stage illusionists fool our minds.

Chapter 9 is about **Emotional intelligence and how to develop more of it**. What is emotional intelligence? Why it is important? How does it differ from IQ. And what we can do to improve our EQ?

Chapter 10 is **Advanced colour energy recognition and understanding**. We dive deeper into the clues of someone's type - including recognising their desk or workspace. And we cover in greater detail how to identify and understand the different types. We also consider the effects of stress on all four of your main psychological energies.

There will be exercises to do after each chapter.

And remember that APA is something you do **WITH** and **FOR** other people not **AT** and **TO** them. It should be invisible; not obvious. Ultimately the new skills you learn and practice will become absorbed into your own behaviour. The result is that APA becomes an integrated part of your less conscious activity.

Chapter 1: First Meeting

Let's look at the basic psychological responses at play when we first meet someone, and how a relationship actually develops. Let's also establish what needs to happen for us to get the best results from our relationships. We end this section with an interesting question I would like you to answer. Ready to start?

So, initially, I want you to think of a group of people that you know.

It could be your neighbours, your colleagues or associates. Perhaps your team or department at work. You might even choose your extended family... Any bunch of people you know fairly well and number at least 5 or 6 in the group.

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