



Applying mindfulness practice in influencing people

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Some of us may have heard of the word non-judgment (delayed judgement is my preferred choice of word) as one of the seven attitudes of mindfulness. (Jon Kabat Zinn's book, Full Catastrophe Living (pp 33-40)). What exactly is non-judgment? What enables it? How can we apply it in influencing skill?

In short, non-judgment means to delay our auto-pilot tendency to react, to label people, our experiences or things as "I love this!", "Oh...I hate this". Why this is so important in influencing people? Imagine a sales person jumping to conclusion about his potential client's negative remark about his product/services. He may pass up the chance to clinch a deal should he react

based on these remarks. The next question is what enables our ability to delay our judgment?

In our one-day workshop, "Influencing people to say YES!". We teach a simple yet powerful way of influencing people -- The *CAST* model of influencing people to say YES! "C" stands for curiosity. When we are curious, we approach things in a childlike manner. Asking, probing, investigating without going into the judgment space. Having spent over a decade in sales and business development work and training sales people in selling medical devices to ophthalmologist in the Asia Pacific region. I observed at trade fairs and in clinics that sales people often over zealously promote their products instead of being curious to probe and listen to the challenges their customers face.

Having been doing my daily mindfulness practice for the past five years, I have heard my family members and friends telling me that I now listens more and judges less. This is the effect of neuro-plasticity where our brain changes its structure through consistent daily mindfulness practice. Again, not everyone is into daily mindfulness practice. So how can we still build our curiosity muscles? I will end this article with the three steps *PRC* strategy that will help you develop your curiosity. Apply it when your spouse disagrees with you or your client make undue remarks about you or your product/service.

1. **P** -- Pause, stop doing what you feel like doing.
2. **R** -- Refocus your attention inwards, back to your breathing.
3. **C** -- Count your breath from one to ten.

Once you noticed that your auto-pilot tendency to react, label or judge your experience is no longer rattling like the tail of a rattle snake. Then make a conscientious decision to act accordance to the outcome you want in that given moment. As the year draws to an end, may I also take this opportunity to wish you a happy every moment. (Not just 2020)

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[Daniel Yeo, Founder, Mindful Leadership Program](#)

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