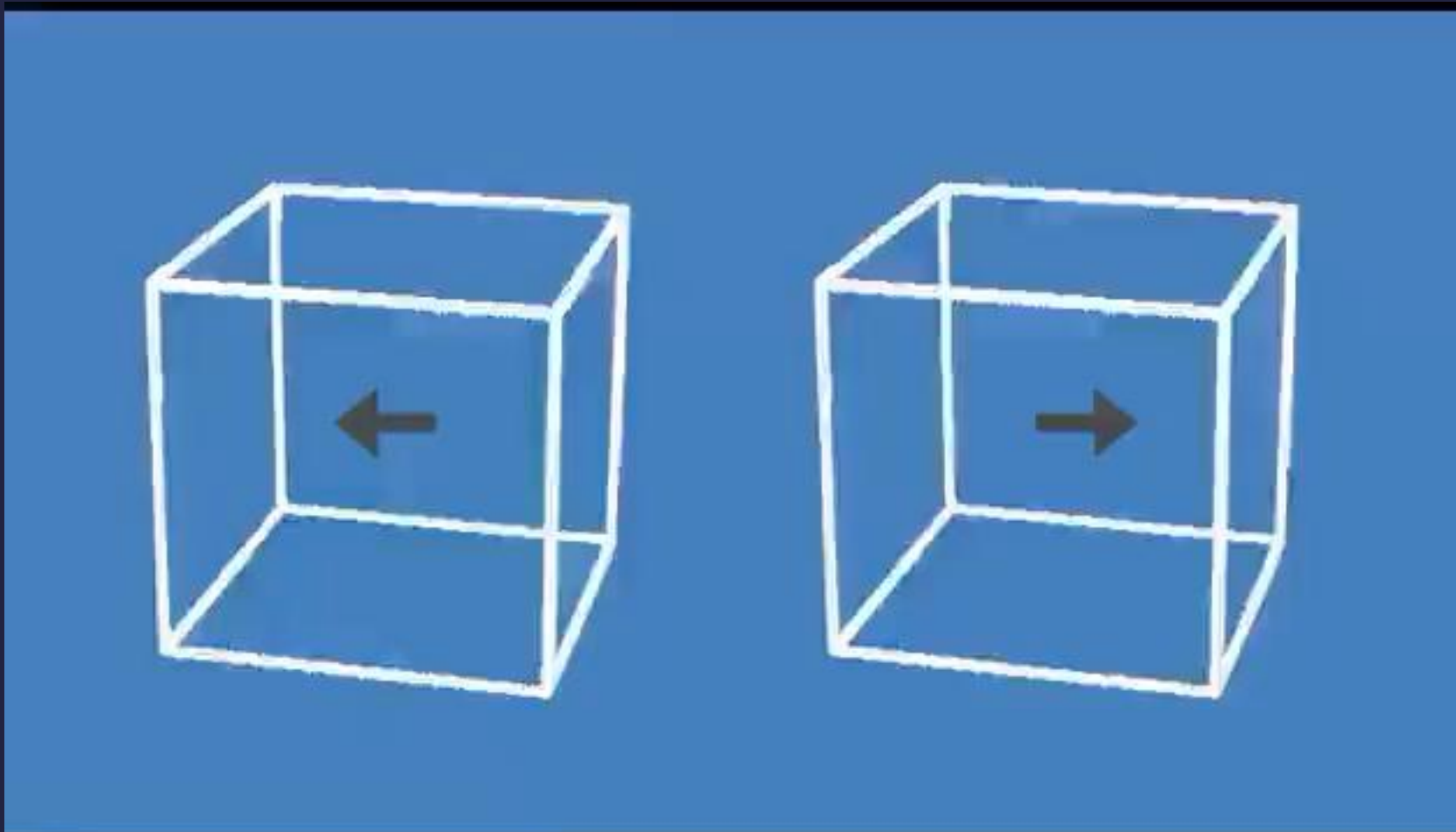


(Un)Ethical Persuasion

The Psychology of Social Engineering: Why smart people get hacked









A photograph of two men in tuxedos shaking hands at a formal event. The man on the left is older with glasses, and the man on the right is younger with a beard and glasses. They are both smiling. In the background, other guests are seated at tables with floral centerpieces. The image has a semi-transparent yellow overlay on the right side where the text is located.

Persuasion is Based On
Science

— System 1 / System 2

“

System 1 runs the show, that's the one you want to move

”

- Daniel Kahneman

SYSTEM 1



Fast



Unconscious



Automatic



Everyday
Decisions



Error Prone

SYSTEM 2



Slow

90%



Complex
Decisions



Reliable







HARRODS

A photograph of a Marks & Spencer storefront. The building has a modern design with a large glass upper floor and a stone-clad ground floor. The 'M&S' logo is prominently displayed in large black letters on the glass. Below it, a sign reads 'MARKS & SPENCER'. The entrance features large glass windows showing the interior, which is lit with warm yellow light. Two green trees are in the foreground, one on each side of the entrance. A black trash bin and a blue sign are visible on the right side of the sidewalk.

M&S

MARKS & SPENCER

IT Helpdesk

£300 million

— System 1 / System 2

“

System 1 runs the show, that's the one you want to move

”

- Daniel Kahneman

“

Dr. Cialdini is the man

”

- Daniel Kahneman

SYSTEM 1



Fast



Unconscious



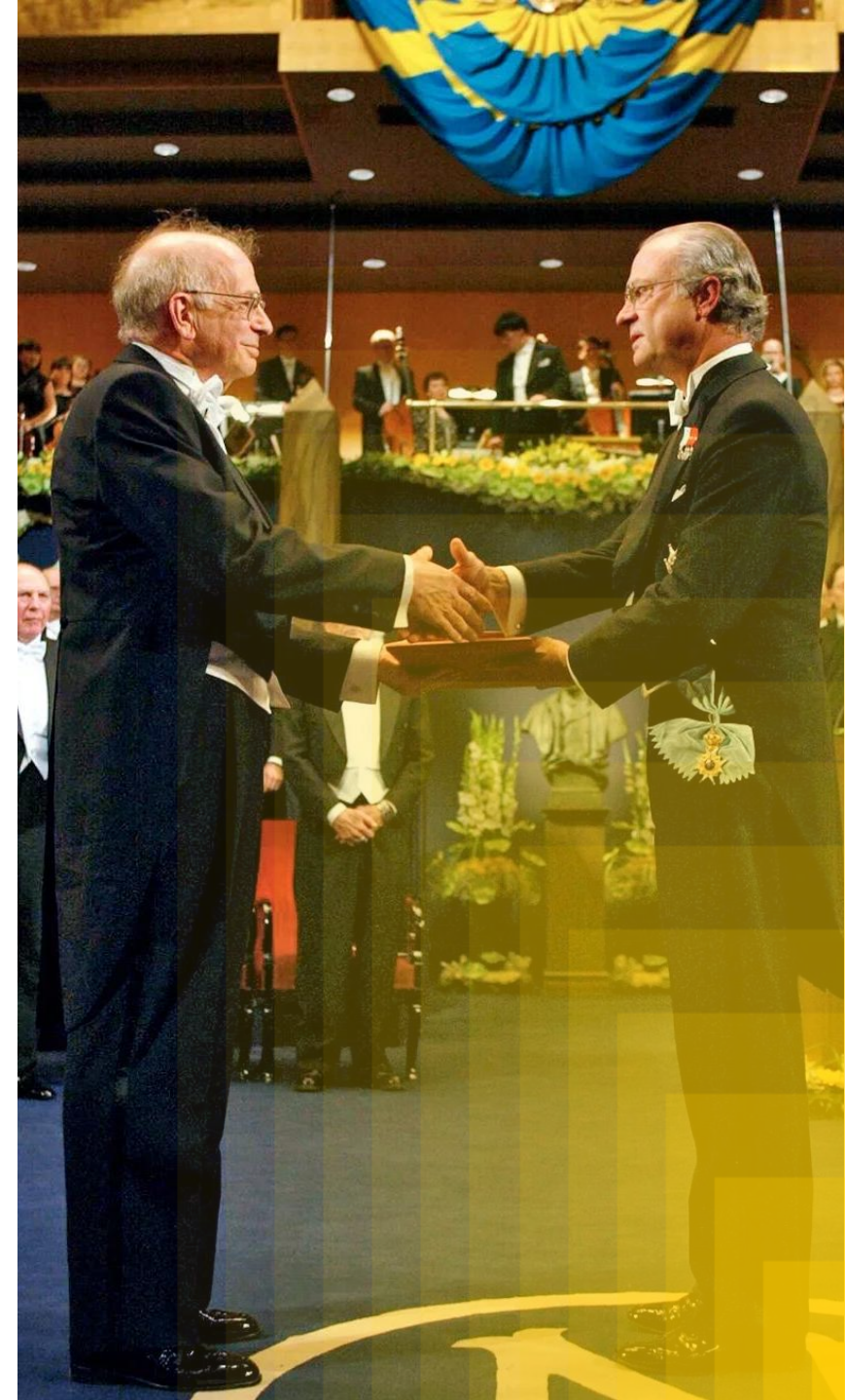
Automatic



Everyday
Decisions

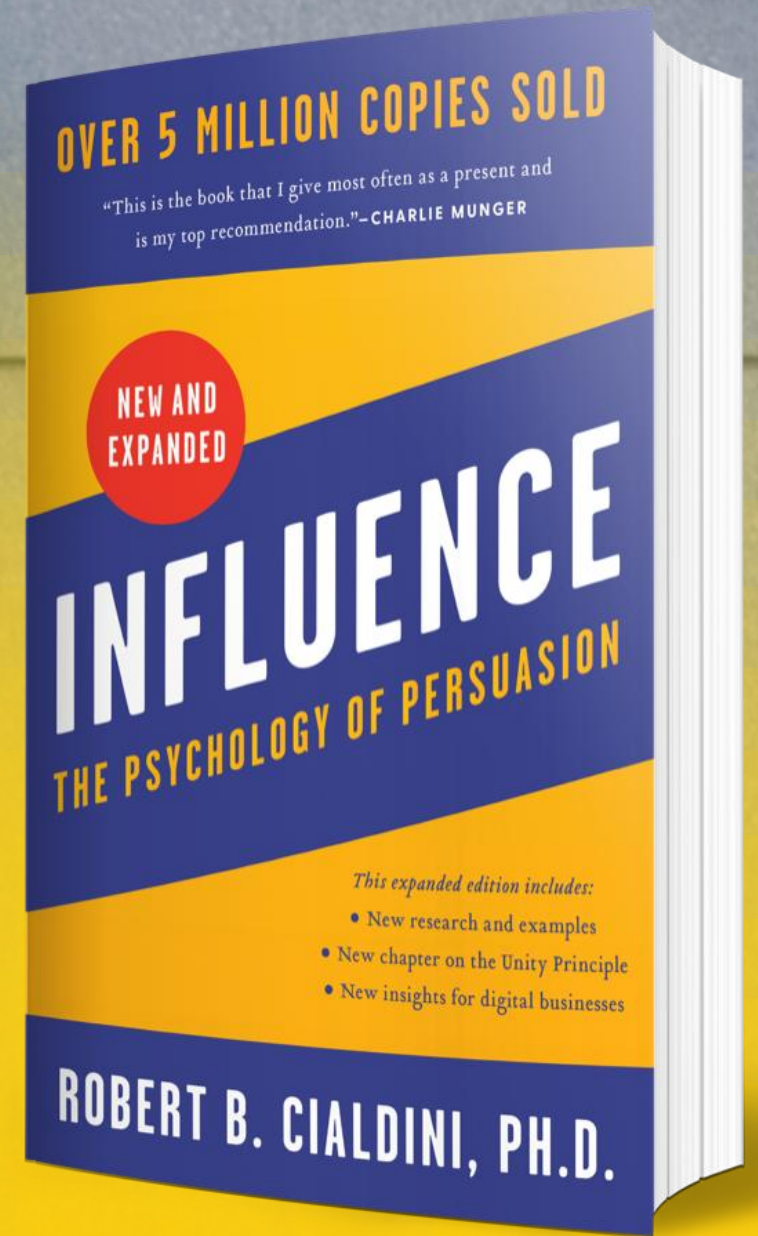


Error Prone





Persuasion is Based On Science



Principles of Persuasion

1 Reciprocity

2 Liking

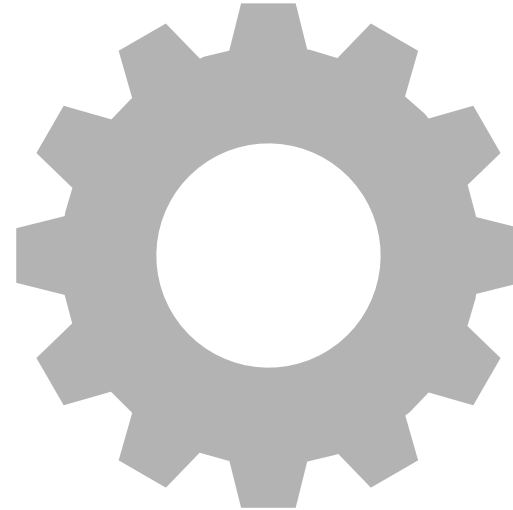
3 Unity

4 Social Proof

5 Authority

6 Consistency

7 Scarcity



1 Reciprocity

2 Liking

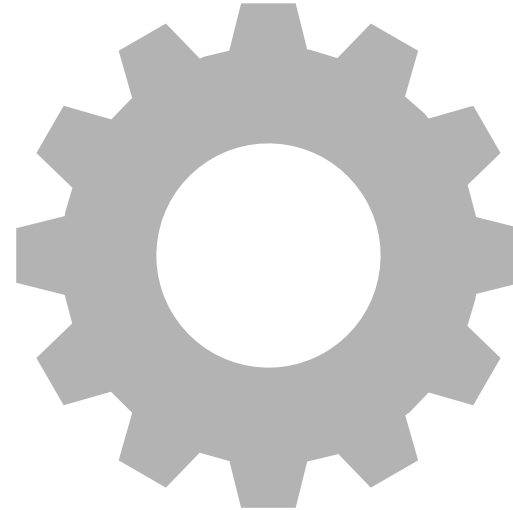
3 Unity

4 Social Proof

5 Authority

6 Consistency

7 Scarcity



5

Let's talk about...
Authority



Authority Defined

*We rely on those with
Superior Knowledge
or Wisdom*





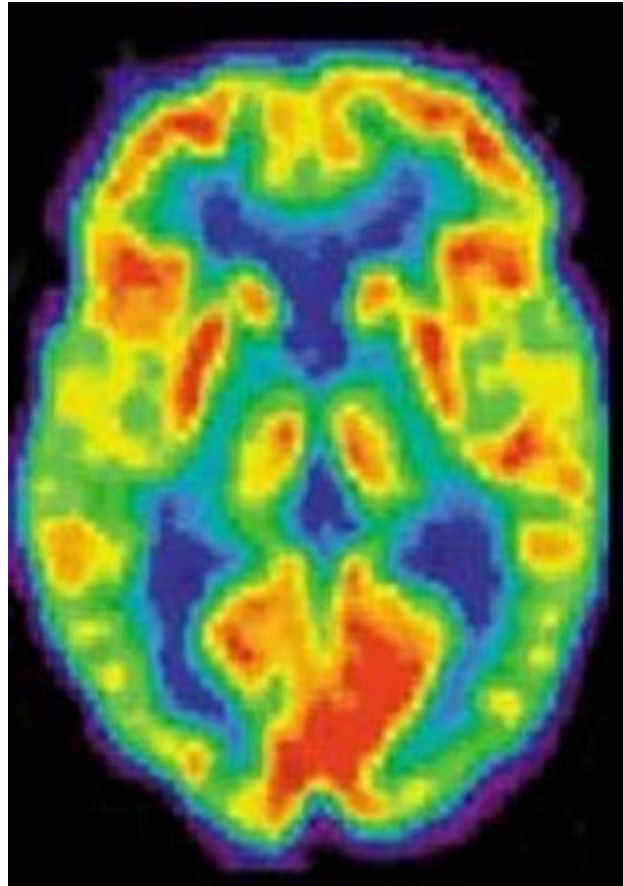
— Authority
**The Real Estate
Agency Example**

Increased Signed Contracts

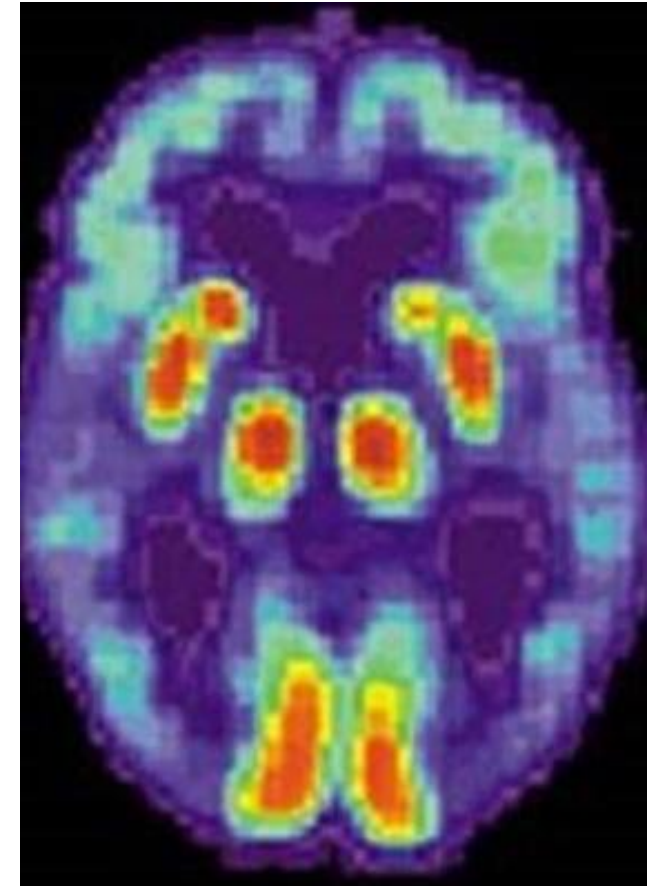
15.5%

The Power Of Introductions

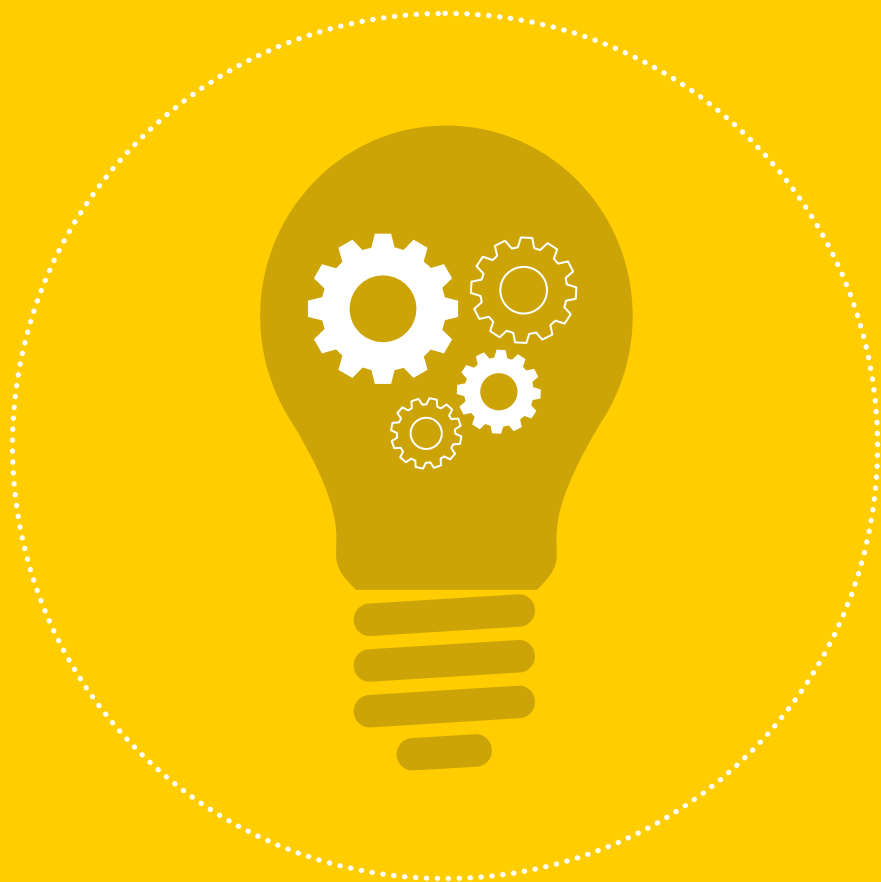
Full Brain Activity



Stop Thinking For Themselves



— Authority



Power Tips

Join the elite of influence

1. Make sure you are introduced by someone else.
2. Introduce others.

— Authority



The Dark Side

Social engineering



— Authority



The Dark Side

Social engineering

**UK engineering firm Arup falls
victim to US\$ 25 million scam**







BNP PARIBAS
FORTIS



— Authority



The Dark Side

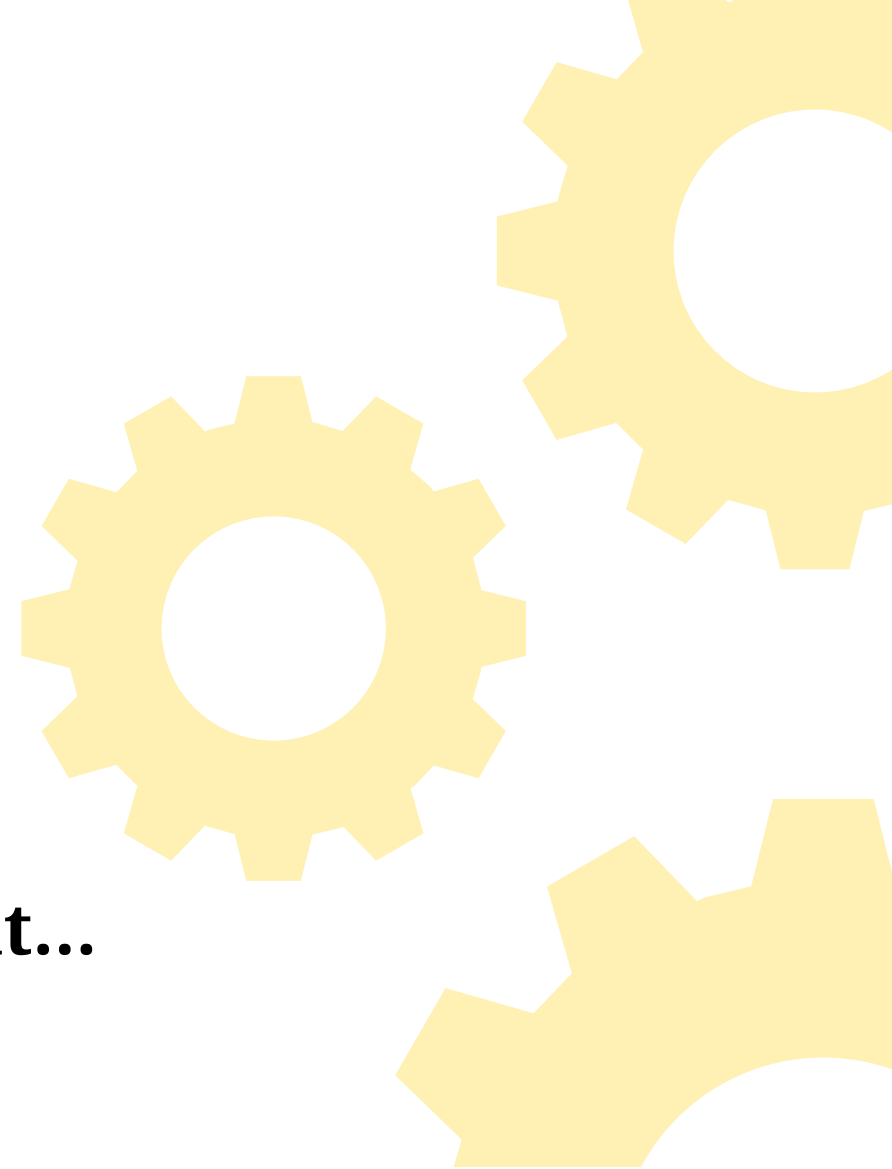
Social engineering

£ 300 million



7

Let's talk about...
Scarcity



Scarcity Defined

“

*Things appear more valuable
when they are less available.*

”



— Scarcity

Loss Framing

— University of California

Home Energy Bill Study

University of California

Home Energy Bill Study



Save
\$/month



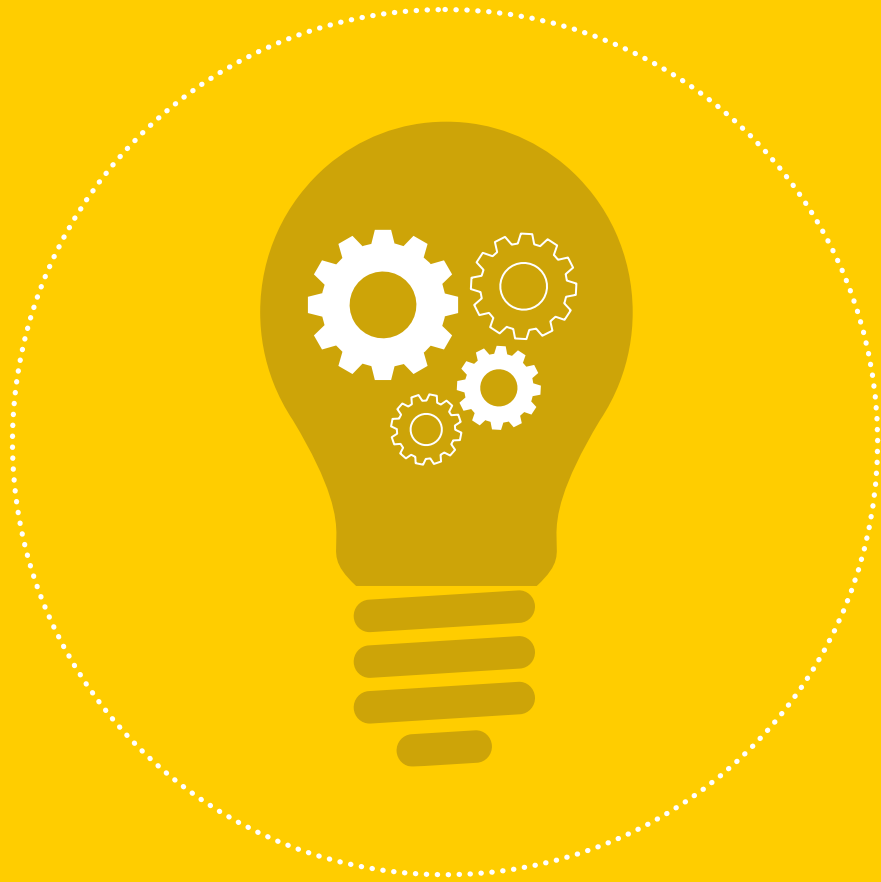
Lose
\$/month

**Loss
Framing**

**Increase
of
150%**



— Scarcity

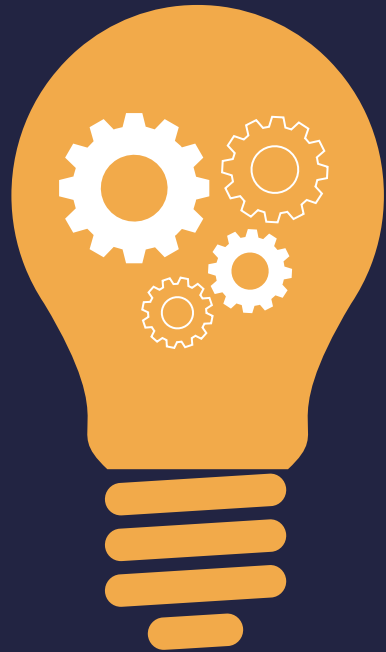


Power Tips

Join the elite of influence

1. Inform people about what they stand to lose, rather than what they can gain.

— Scarcity



The Dark Side Phishing

Action Required: Your Payroll Access...



○ Human Resources <human.resources@BankNationalBRD.com>

Today at 07:17

To: Juan Garcia

Hi Juan Garcia,

Our records indicate you have **not updated your direct-deposit information** as requested last month.

If this is not resolved by **5 PM today**, your payroll access may be suspended, and **your next salary deposit will be delayed**.

Please verify your bank details immediately using the link below:

[Verify Payroll Information](#)

Payroll Team

BN - BRD



GOV.UK

This penalty Charge Notice has been sent to you as the registered keeper.

Total cost:
£25

For the following: the use of a vehicle on a road in the charging area which a charging scheme applies without payment of the appropriate charge, at the date and location started below

Location: **United Kingdom**

If you do not respond before the end of the period of 28 days beginning with the date of service of this notice a charge certificate may be issued which would increase the penalty charge to **£100**.

Failure to then pay the increased penalty charge may result in the outstanding balance being registered as a debt in the County Court

You have 14 days beginning with the date of service of this notice to pay the discounted penalty charge of **£25**. if this is not paid by 10/11/2020 then the full penalty charge of **£50** is payable.


Penalty Charge Notice Number:
YYJ18488219911

Automated payment reference:
050103341222



Penalty Charge Notice

You have an unpaid ticket. Please find more informations by [clicking here](#).

**GOV.UK**

This penalty Charge Notice has been sent to you as the registered keeper

Total cost:
£25

For the following: the use of a vehicle on a road in the charging area which a charging scheme applies without payment of the appropriate charge, at the date and location started below

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You have 14 days beginning with the date of service of this notice to pay the discounted penalty charge of **£25**. If this is not paid by **10/11/2020** then the full penalty charge of **£50** is payable.

Penalty Charge Notice Number:
YYJ18488219911

Automated payment reference:
950192341223

How to pay your Penalty Charge

To pay by Credit or Debit Card

1. Click here to pay by card online & click on Pay a Penalty Charge Notice (PCN).

Click here to pay

This is the quickest and easiest way to pay and receive a receipt as your payment is immediately credited to Charge Notice

Contact Centre

1. Telephone 0343 222 3331 (temporarily unavailable)

The Dark Side Phishing



GOV.UK

Authority

Scarcity - > through urgency

Scarcity - > loss aversion

Scarcity - > curiosity

So what?



Questions?



Mark Brown

Certified Professional Ethical Influence Coach | Founding Member
Cialdini Institute | Protecting your people and your business by
applying behavioural science, behaviour-changing cyber security
training | Author



Psybersafe



Thunderbird School of
Global Management