

THE AUTHORITY GUIDE TO BEHAVIOUR IN BUSINESS



How to inspire others and
build successful relationships

ROBIN HILLS

THE AUTHORITY GUIDE TO BEHAVIOUR IN BUSINESS

How to inspire others and build
successful relationships

ROBIN HILLS

The Authority Guide to Behaviour in Business

How to inspire others and build successful relationships

© Robin Hills

ISBN 978-1-912300-08-2

eISBN 978-1-912300-09-9

Published in 2017 by Authority Guides

authorityguides.co.uk

The right of Robin Hills to be identified as the author of this work has been asserted by him in accordance with the Copyright, Designs and Patents Act 1988.

A CIP record of this book is available from the British Library.

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, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher.

No responsibility for loss occasioned to any person acting or refraining from action as a result of any material in this publication can be accepted by the author or publisher.

Printed in the United Kingdom.

Contents

| | |
|-----------------------------------|----|
| Introduction | v |
| Emotional and social intelligence | 1 |
| Human factors | 13 |
| Perception | 19 |
| The way the brain works | 31 |
| Communication | 37 |
| Behaviour | 49 |
| Organisational culture | 81 |
| Reading list | 87 |
| About the author | 89 |

“

Experience is not what happens to you –
it's how you interpret what happens to you.

Aldous Huxley

”

Introduction

Some people are naturally great with other people. However, for most people it takes a dedicated amount of time and energy to build good, powerful business relationships that are authentic and lasting. They are such an integral and necessary part of success, but many people don't seem to want to put in the work. Successful and powerful business relationships just don't happen without dedicated, consistent work.

Being human means that we are all susceptible to making mistakes and errors due to the limitations of our brain. However, within the workplace it is important to recognise how our behaviour drives our interactions with other people and how it affects the relationships that we build with others. Learning from our mistakes and adopting methods to gain insights help to keep us, our colleagues and our clients safe. Understanding how we are fallible can help us to determine what we can do about it.

Understanding how people behave, what motivates them and why they respond in certain ways will help in developing better quality connections with people and allow you to interact with them more authentically. This will ensure that the relationship that develops is more rewarding for everyone.

How this book will help you

This book is crammed with insights and practical tips. It informs you about ways to:

- change the way you think about yourself and how you approach situations
- move forward and build your understanding of working with your behaviour at your own pace
- understand how emotional intelligence and social intelligence can help you to make better decisions and build quality relationships.

There are three ways to read this book:

- 1 Skim through quickly looking for advice when faced with a particular set of events
- 2 Read it carefully and, when you've finished it, find out more about the subject
- 3 Treat the book as a practical manual, and begin applying the tips before you've reached the end

The best approach is the third option. Of course, there's nothing wrong with looking for help with a particular issue or reading around the subject further. If you only do these things, you run the risk of missing out on a lot of extra information about transforming other areas of your life. You might also miss out on developing a great academic understanding about the non-technical skills of human factors, and emotional intelligence and social intelligence without actually changing your behaviour.

Explore the psychology behind what really motivates and influences your clients, colleagues and customers.

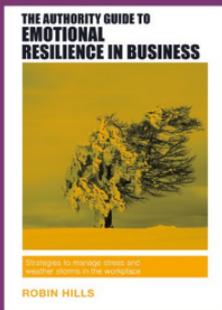
Discover what makes people tick, how they perceive and react to different situations and why they behave the way they do. In this fast, focused guide, emotional intelligence expert Robin Hills reveals insights into motivation and how people perceive situations in business. As he unlocks the secrets of human nature you'll learn how to inspire top performance, gain trust, win confidence and build lasting relationships – more effectively and with great results!



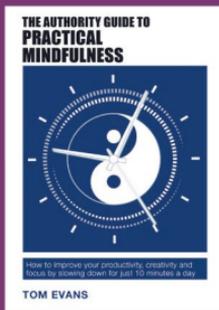
“Practical advice, tips and insights on how to get the most from others and master the art of human relationships.”

Phil Jones MBE, Managing Director, Brother UK

The Authority Guides are pocket-sized books offering highly practical and accessible guidance on business matters of every description. Aimed at the busy business professional and business owner, each book in the series has been written by an author who is not only an expert in their field but who is working today at the coalface of their specialism.



Other
Authority
Guides
available
now

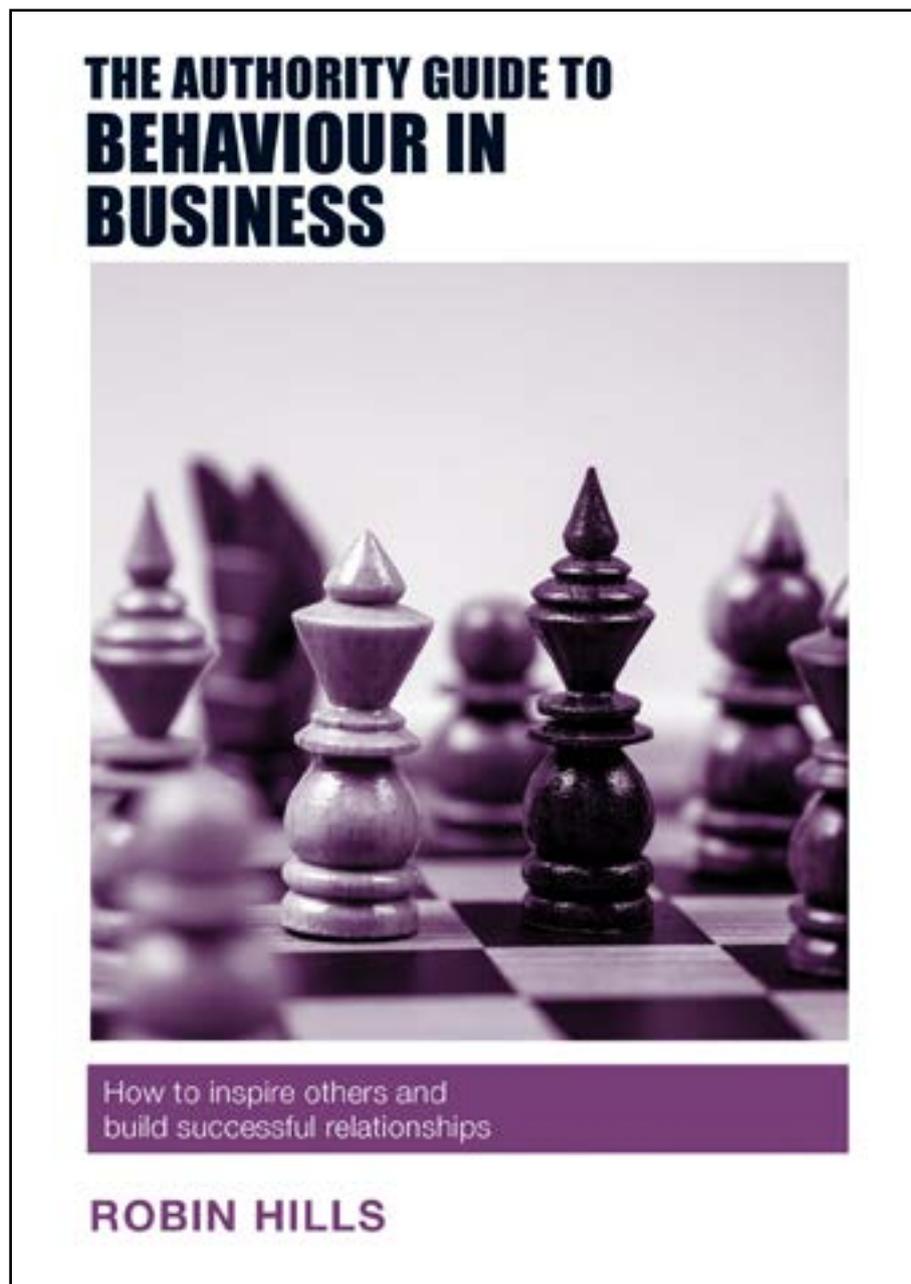


UK £9.99

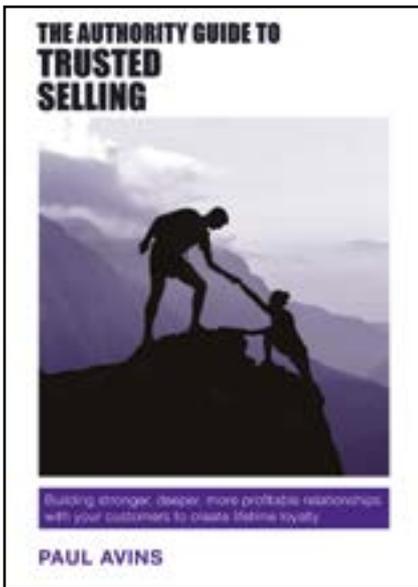
Office management

Have you enjoyed what you've read so far of this Authority Guide?

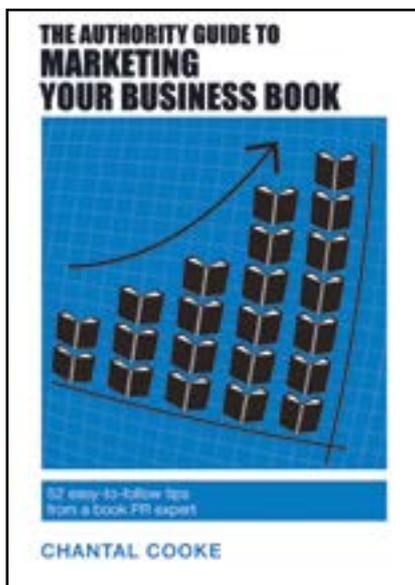
There is much more in the full book, which can be obtained from Amazon and all good bookshops. A mere snip at £9.99!



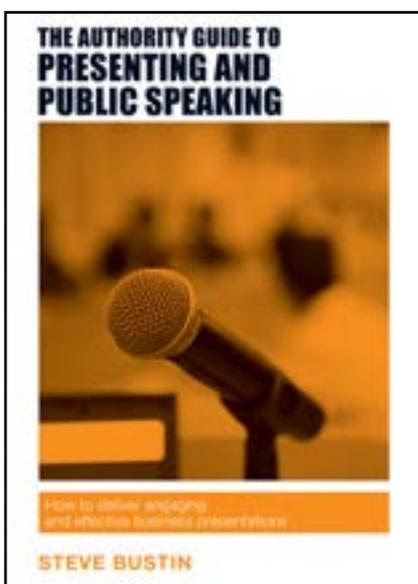
Available in paperback and ebook [here](#).



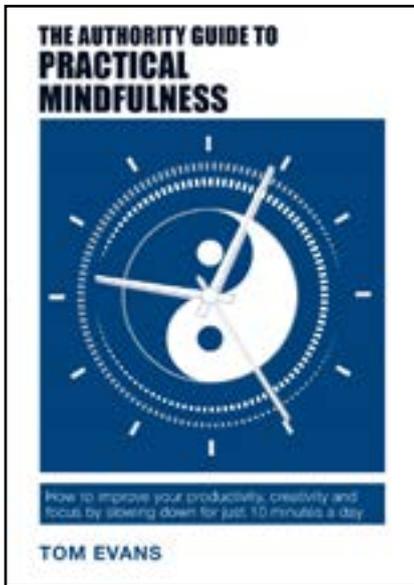
In today's volatile world sales professionals must know how to build trust in their company, their products and ultimately themselves in order to win the business. In this *Authority Guide*, sales coach Paul Avins shares his proven, 4-step system to help you contact, connect and convert more customers with less effort and no pressure.



It's never too soon to start thinking about how to market and promote your book. In this *Authority Guide*, leading book PR and marketing expert Chantal Cooke, presents 52 tips that will make your book stand out from the crowd, build your credibility as an author, and ensure you achieve those all-important sales.

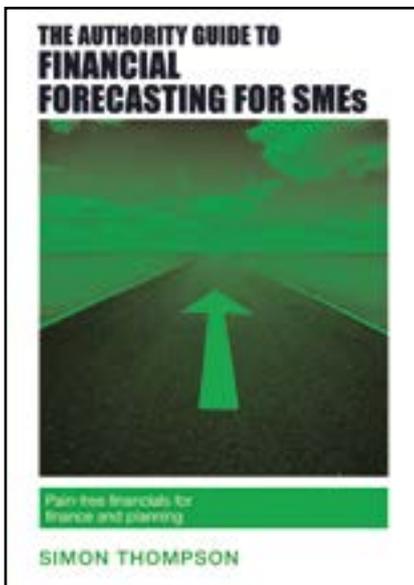


Whether it's your first presentation or you're an experienced speaker, this *Authority Guide* will give you the tools, tips and confidence to deliver engaging, creative and effective presentations. Steve Bustin, an award-winning business speaker, an executive-level speech coach and corporate presentation skills trainer, will teach you simple but effective techniques to keep your audience engaged.

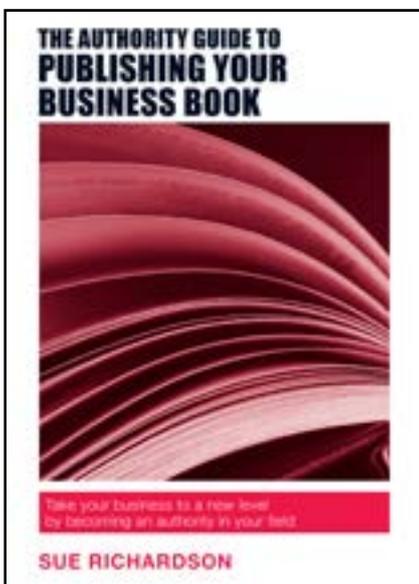


Enhance your wellbeing, creativity and vitality with mindfulness meditation.

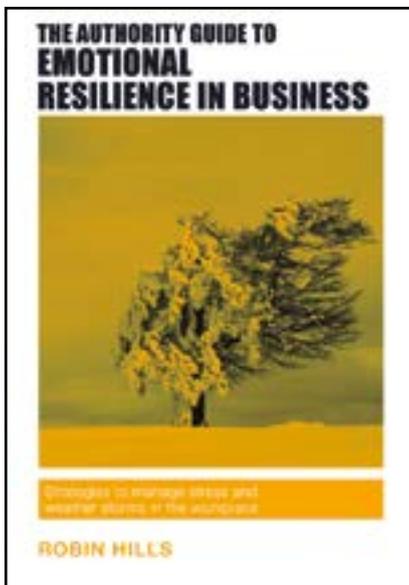
In this *Authority Guide*, Tom Evans invites you to embrace the benefits of meditation in both your life and your business. With the practical mindfulness meditative techniques described in this book, you will learn how to get more done in less time. You will discover how to generate ideas off the top of your head and how to allow serendipity to land at your feet. This book opens the door to a new way to be and do.



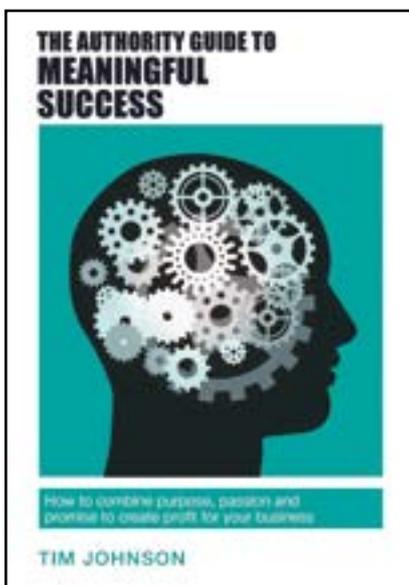
In this *Authority Guide*, forecasting guru Simon Thompson shows you how to build financial forecasts quickly, effectively and cheaply through his unique, proven and easy-to-follow 10-step process. By learning how to create effective forecasts you will master the ability to understand the potential financial outcomes for your business and be able to communicate financial information in order to successfully raise investment or loans.



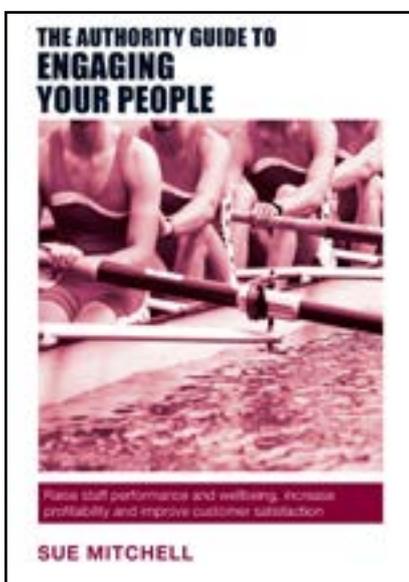
Publishing expert, Sue Richardson, shows you how to use your expertise, knowledge and experience to become a published authority in your field and gain the visibility you and your business needs. This *Authority Guide* will help you to create a plan that ensures you write and publish the right book for your business.



The emotional resilience of those involved in a business will contribute significantly to the organisation's success. This *Authority Guide* from leading emotional intelligence expert, Robin Hills, will help you change the way you think about yourself and the way you approach potentially difficult situations. You will be able to develop your own personal resilience and understand how to develop resilience within the hearts and minds of your team and your organisation.



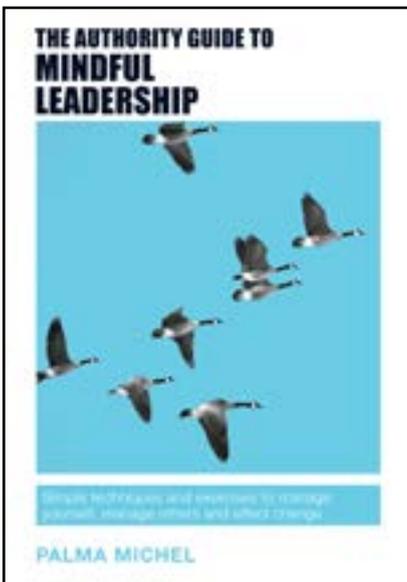
Tim Johnson, founder of Meaningful Success, shows you how to integrate practical business thinking with practical personal development to build a global network through your business or charity. This *Authority Guide* blueprints how we can embrace the best elements of entrepreneurial drive and passion, enabling blame-free culture to lead teams and provide personal fulfilment for all those involved.



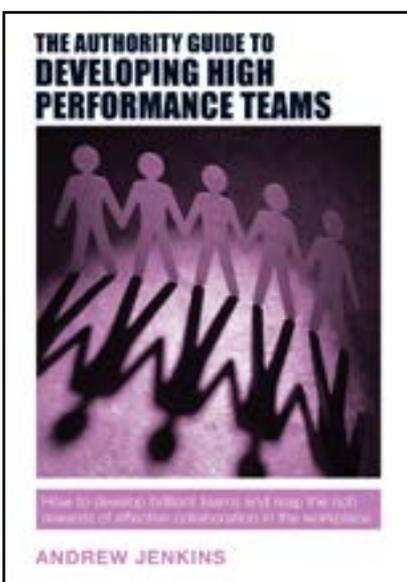
This *Authority Guide* addresses how businesses can increase their performance, productivity and customer/ staff satisfaction through focusing on engagement. Sue Mitchell, an authority in coaching and leadership development, shows you how to build a team who is committed, inspired and eager to deliver their best work in order to make a difference.



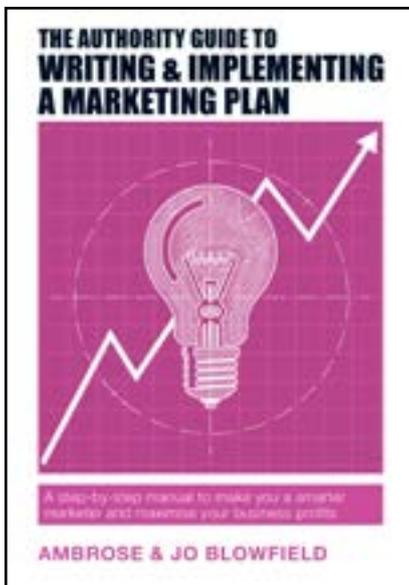
Any business wanting to reach new customers should be embracing public relations to spread their key messages. If you don't, your competitors will. This *Authority Guide* shows you how to grab the headlines (for all the right reasons), reach huge audiences and grow your business by accessing the media to tell your story.



Today's leaders and organisations need to develop an agile mindset and take bold risks. This *Authority Guide* shows you how to link mindfulness directly to business challenges and offers practical and accessible tools for change. Written by an expert on leadership, meditation and mindfulness, the book teaches you how to manage your inner landscape of thoughts, emotions and interruptions so that you can create a compassionate, innovative and sustainable working culture.



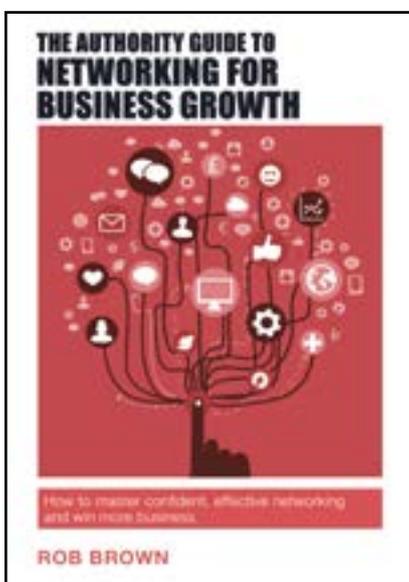
To make your good business a great business you need to have more than just a strong product or service. Having a highperforming team in your organisation is guaranteed to give you a competitive advantage. Andrew Jenkins helps you discover how to cultivate in your people the willingness to grow as individuals and as a group. Packed with easy-to-follow activities, exercises and models this *Authority Guide* explains how to build a high-performing, collaborative, trusting and resilient team.



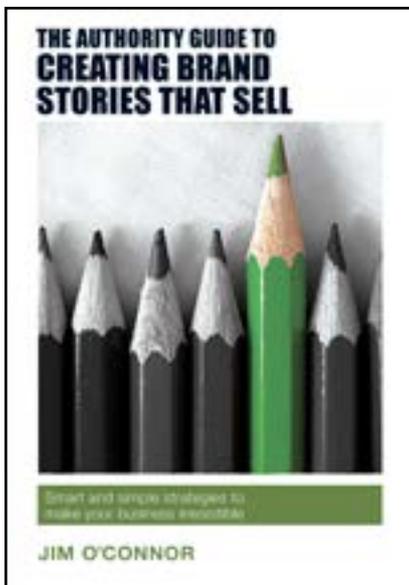
Written especially for small businesses, this *Authority Guide* shows you how to write and execute your marketing plans efficiently and accurately. Ambrose and Jo Blowfield will help you create a plan using proven, affordable marketing tactics for both digital and traditional strategies. You'll have a year long marketing plan that is structured, well thought out and targeted to your ideal clients, allowing you proactively to promote your business.



In this *Authority Guide* you will explore how to set expectations, give and receive real-time feedback and, as managers, become mentors in your workplace. These are essential to building and sustaining an excellent performance culture. Work psychologist, Dr Gene Johnson, teaches you how to focus on a results-driven culture, how to build it and how to not get muddled up in the mechanics of the process.



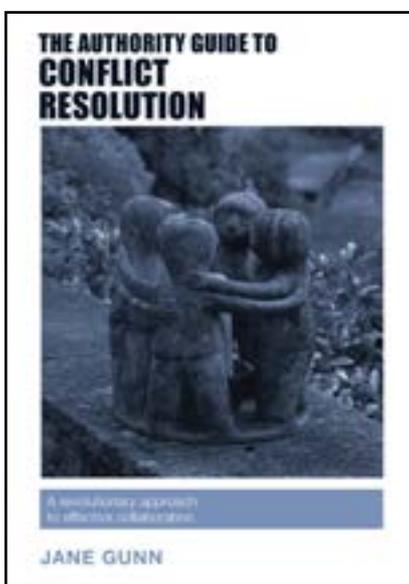
Overcome all your networking fears and learn how effortlessly to build and leverage the powerful connections you need to enhance your reputation, raise your profile and win more business. Networking expert Rob Brown will coach you on all the essential skills that will help you meet new people, create new leads, open up opportunities and grow your business – confidently and effectively.



Connect with your customers and make your business impossible to resist using this sharp, practical *Authority Guide* that will save you time, money and frustration. Combine psychology, creativity, logic and emotion expertly into a brand story that will make your business stand out from the crowd. And using Jim O'Connor's hard-won knowledge and vast experience give your business the focus, affinity, distinction and competitive advantage it needs to succeed and thrive.



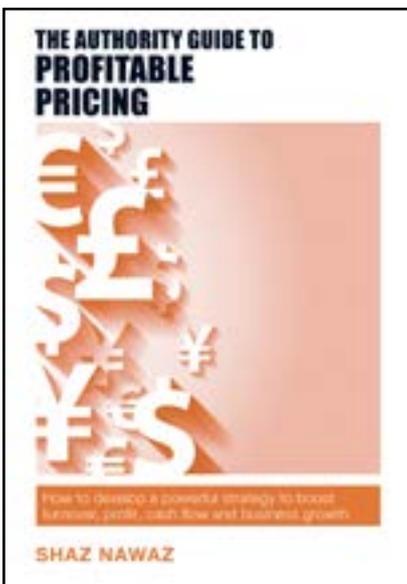
Create success and secure more business with a powerful pitch that really packs a punch. Avoid all the common pitfalls and learn how to boldly and succinctly explain what you do in less than 60 seconds. In this fast, focused *Authority Guide* Mel Sherwood shares her expert knowledge to give you the skills you need to prepare and deliver a professional pitch with authority, confidence and passion.



Capture and harness the positive energy that different personalities and approaches bring to conquer the problems that can harm teamwork, productivity and engagement in your business. In this practical *Authority Guide*, mediation expert Jane Gunn will teach you all the essential skills you need to constructively manage change, challenges and crisis. Develop a deeper understanding of conflict and how to transform it, as you unlock the secret to true collaboration and promote a culture of respect, cooperation and success.



Discover what makes people tick, how they perceive and react to different situations and why they behave the way they do. In this fast, focused guide, emotional intelligence expert Robin Hills reveals insights into motivation and how people perceive situations in business. As he unlocks the secrets of human nature you'll learn how to inspire top performance, gain trust, win confidence and build lasting relationships – more effectively and with great results!



Setting the optimum price for your products and services that's right for your customers and market, is vital to success. But how do you know what you're charging is doing the best job possible? In this smart, savvy Authority Guide, pricing expert Shaz Nawaz takes you step by step through everything you need to know to build a solid, reliable pricing strategy for your business. Thrive, flourish and open the door to instant increased turnover, the best customers and accelerated growth with the key to profitable pricing.

New titles of the Authority Guides to come soon.