

TASK 1
THE PSYCHOLOGY OF PERSUASION

ANSWER BOX										
	Extract 0		Extract 1		Extract 2		Extract 3		Extract 4	
QUESTION	0a	0b	1	2	3	4	5	6	7	8
ANSWER	A-M		G-K		C-I		D-H		F-J	

DISTRACTORS: B, E, L

TRANSCRIPT

Extract 0

Influence by Robert Cialdini is one of the top 10 books that have made a major impact on my life and it can for you too. Learn these weapons of influence that can dramatically improve your relationships, business and career goals.

The first is reciprocation.

People don't like feeling they owe someone something. To make someone feel this way, **offer them a free gift or favour. Often this will lead to a bigger reciprocal response (A).**

This is why you see marketers offering you that free PDF, 10 ways to make money online fast. Marketers give you a small gift to jam packed with value and hope that you reciprocate by buying their \$47 video course. I use this principle to get my first mentor. I offered to manage his Facebook page for free and he reciprocated by inviting me to a video call. **The bottom line is if you want something from someone, offer them something small for free (M).**

Extract 1

Commitment and consistency.

Humans tend to do something once we've agreed to it verbally or in writing. This is why marketers offer us a tripwire product. **A tripwire is an irresistible, low risk paid offer** like a \$7 ebook for example. **You're more likely to buy more books or products (K)** from the same author. The same goes for your personal goals. **Write them down or tell your friends** that you will lose five kilogrammes over the next three months or be making \$1,000 per month by the end of the year. **You're more likely to commit (G).**

Extract 2

When people are unsure about a course of action, they tend to look to those around them to guide them (I). For example, would you buy book A with zero reviews or book B with 165 reviews? If you're like me, you chose B. No reviews leaves us with uncertainty. You also appear more attractive at a nightclub if you bring friends with you. It demonstrates that you're attractive because other people want to be around you.

People prefer to say yes to those they know and like. **We automatically attribute traits such as honesty, talent and intelligence to attractive people (C).** We gravitate to people who share similar views, interests and values as ourselves. Perhaps you want to get a girlfriend or attract a new client for your business. You'll need to find areas of shared interest to increase rapport and ultimately become more likeable.

Extract 3

The more authority you are perceived as having, the more likely others are to comply with you. Imagine you've contracted a horrific brain tumour. You're rushed to the doctor's surgery. You're thrown onto the operating table. You look up and you see a man dressed in a Santa suit. Do you trust this guy to diddle-daddle with your brain? Of course not, but **if he was wearing a white doctor's coat and had a stethoscope around his neck, you probably would, right? (H)** It immediately tells you he's a doctor and he knows his stuff. It conveys authority, so we trust him.

This is the reason I spent five times more than I normally would on a new pair of shoes for when I go to business networking events. To bring the point home, **there's a classic scam where thieves dress up in official-looking uniforms and pretend to be parking inspectors (D)**. They appear authoritative. They lie that the ticket machine is broken and ask civilians to pay them the parking fee, but you didn't hear that from me.

Extract 4

The final weapon is scarcity.

The thought of losing something motivates us more than the thought of gaining something of similar value. This is exactly why advertisers ask you to buy that new camera at a discounted price for a limited time only. The power of scarcity extends beyond selling cameras. I take advantage of the principle by letting others know that **I have a tight schedule, so time with me becomes a scarce opportunity (J)** and therefore increases my value as a human being.

I also don't respond to Facebook messages instantly, which shows I've got more meaningful things to do (F). So, to sum up, anytime you want something from someone else, always consider what weapons of influence you can use.

(Adapted from: [youtube.com/watch?v=0qelyk_mWBs](https://www.youtube.com/watch?v=0qelyk_mWBs), 4:59 minutes)

TASK 2
COLOGNE CATHEDRAL: THE EPITOME OF GOTHIC GRANDEUR

ANSWER BOX									
QUESTION	0	9	10	11	12	13	14	15	16
ANSWER	B	A	A	C	B	B	C	A	C

TRANSCRIPT

In the 12th century, Cologne was a quiet city. That is until the day their archbishop, Reynold von Dassel, brought home an incredible treasure from Italy: the bones of the biblical Three Wise Men. **This remarkable relic required an extraordinary home of worship. So, they built on the city's most spiritual site (0)**.

With location in hand, the foundation stone for the Cologne Cathedral was laid. Construction progressed at an incredible pace, a rate that legend has it was due to a bet the architect made with the devil. **Desperate for fame, he offered the souls of himself and his family for the cathedral's inspired drawings (9)**. But only if the devil could build it in record time. Luckily, the story goes, his wife discovered the bet and with cleverness halted the project short of completion. Thwarting the devil. But the haunting silhouette of the unfinished cathedral tainted the skyline for nearly four centuries.

It's been said the French invasion of 1794 and their use of the cathedral as a stable was key to reigniting interest in the project (10). Finally, in 1880, the tallest twin spired church in the world was complete. Outside, this exquisite cathedral embodies the artistic spirit of Gothic architecture. **But it's inside that the level of detail becomes nearly overwhelming (11)**.

The cavernous nave, with its 142-foot-high ceiling, easily accommodates nearly 90,000 square feet of stained glass. While providing an eternal setting in which to worship the golden reliquary of the Three Wise Men.

Exploring behind the scenes, I discovered a side of this architectural masterpiece most people miss. In the blink of an eye, you're in the midst of a hand carved forest of spires. It's an unusual perspective, a bird's eye view of artistic elements where you can examine structural features like the flying buttresses supporting the enormous walls and ponder the reason behind the cathedral's menacing characters.

Jörg Sperner: There are spitting gargoyles at the edges of the cathedral. We know that those gargoyles frightened the visitors in the medieval times. Inside of the cathedral, they see all the angel figures, gold and the paradise symbols. So, the visitors, they are happy praying and doing the services (12).

Stepping inside the iconic roof, I was surprised to find it's supported by what was at the time, cutting edge technology.

Jörg Sperner: Cologne Cathedral has no wood construction under the plates of the outside, **there is metal construction from the year 1855 to 1860. And is one of the biggest metal construction you can see in Europe in the 19th century (13).**

Hidden within this jungle of iron, I came across yet another treasure. **An eerie pathway** barely wide enough for a single person. It encircles the heart of the cathedral at a considerable height, passing at times within inches of the beautiful stained glass, **eventually leading to a vantage point very few have enjoyed (14).** One that instantly took my breath away.

Jörg Sperner: The craftsmen are still working on the cathedral. We reconstruct and restore the cathedral. **100 craftsmen work here every day, 365 days a year. And it will never stop.**

Thanks to an abundance of loving care, the Cologne Cathedral has so far escaped the ravages of time and remains an architectural masterpiece (15) certainly worth exploring. **I hope you too will do what I did and immerse yourself in this Rhine treasure. Listening for the stories these stones can tell (16).**

(Adapted from: youtube.com/watch?v=rzQZuQBm074, 4:08 minutes)

TASK 3
WHY YOU FEEL STUCK AND HOW TO GET MOTIVATED

ANSWER BOX	
0.	MONUMENTAL
17.	PERSPECTIVE
18.	MARATHON
19.	BENCHMARKS
20.	POWERLESS
21.	PERSONAL INVOLVEMENT
22.	(COMMUNAL) GOAL
23.	ANGER / OUTRAGE
24.	RESILIENCE
25.	FEEDBACK LOOP

TRANSCRIPT

You're in the middle of a project when suddenly moving forward seems impossible. Maybe you don't know what the next step is, or perhaps you've faced setbacks and you're starting to think, what's even the point? Many of us have experienced feeling stuck. It can happen when tackling something as simple as a term paper, or as **monumental (0)** as social inequality or the climate crisis.

So are there ways to get unstuck? People often report feeling highly motivated at the start and end of a project, but the middle can feel untethered. Psychologists call this the stuck in the middle effect, and it's thought to be caused by a shift in **perspective (17)** that happens as you move closer to your goals. When you start working towards something, any progress can feel like a win, as we tend to compare ourselves against where we started.

For example, when someone starts training for a **marathon (18)**, accomplishing even a short jog can feel motivating. But the longer you work on something, the more likely it is that your focus shifts to your end goal. In other words, rather than seeing how far you've come, it's easy to become frustrated by how far you still need to go.

A simple way to avoid these motivational sinkholes is to break your pursuits into smaller, more achievable subgoals. This creates less daunting incremental **benchmarks (19)** to compare your progress to. It also creates more opportunities to celebrate wins along the way.

This is especially important when working towards bigger societal goals. These issues are by nature large scale and complex. No single action or person is likely to solve them.

So, if you only focus on the end goal, it's easy to feel personally **powerless (20)**. And the enormity of these problems may be why so many people, including those who care deeply about the issues, think that progress is impossible, leading them to disengage. In fact, one 2021 global survey of young people found that over half believe humanity is doomed.

However, a unifying factor among those who do take action is the confidence that their **personal involvement (21)** could make a difference. And this belief isn't misguided. The long history of social progress proves that change is possible, and individual actions, whether it's volunteering, voting, protesting, or personally contributing to a **communal goal (22)**, are key to building the collective momentum that has tackled seemingly impenetrable issues.

It's not to say that concern and passion have no place. Moral outrage or anger can help us focus on what's at stake. And when it's correctly harnessed, outrage can be a powerful unifier.

In the American civil rights movement, shared **anger (23)** over systemic racism, injustice, and violence against black people galvanized diverse communities to work together in the fight for equality. And bringing together people of different backgrounds and mindsets is essential to building longevity and **resilience (24)** in any movement. In this way, thinking about how you can apply your own unique perspective, knowledge and expertise to promoting change can be helpful.

And finding community has plenty of other benefits. Just witnessing other people at work has been shown to motivate personal action, creating a positive **feedback loop (25)**. Collaboration can help you better problem solve when you're unsure what the next step is, and the support and encouragement of others can serve as a source of inspiration and joy if you're feeling exhausted defeated or stuck.

(Adapted from: youtu.be/kD3-DKkiVeA, 3:47 minutes)