

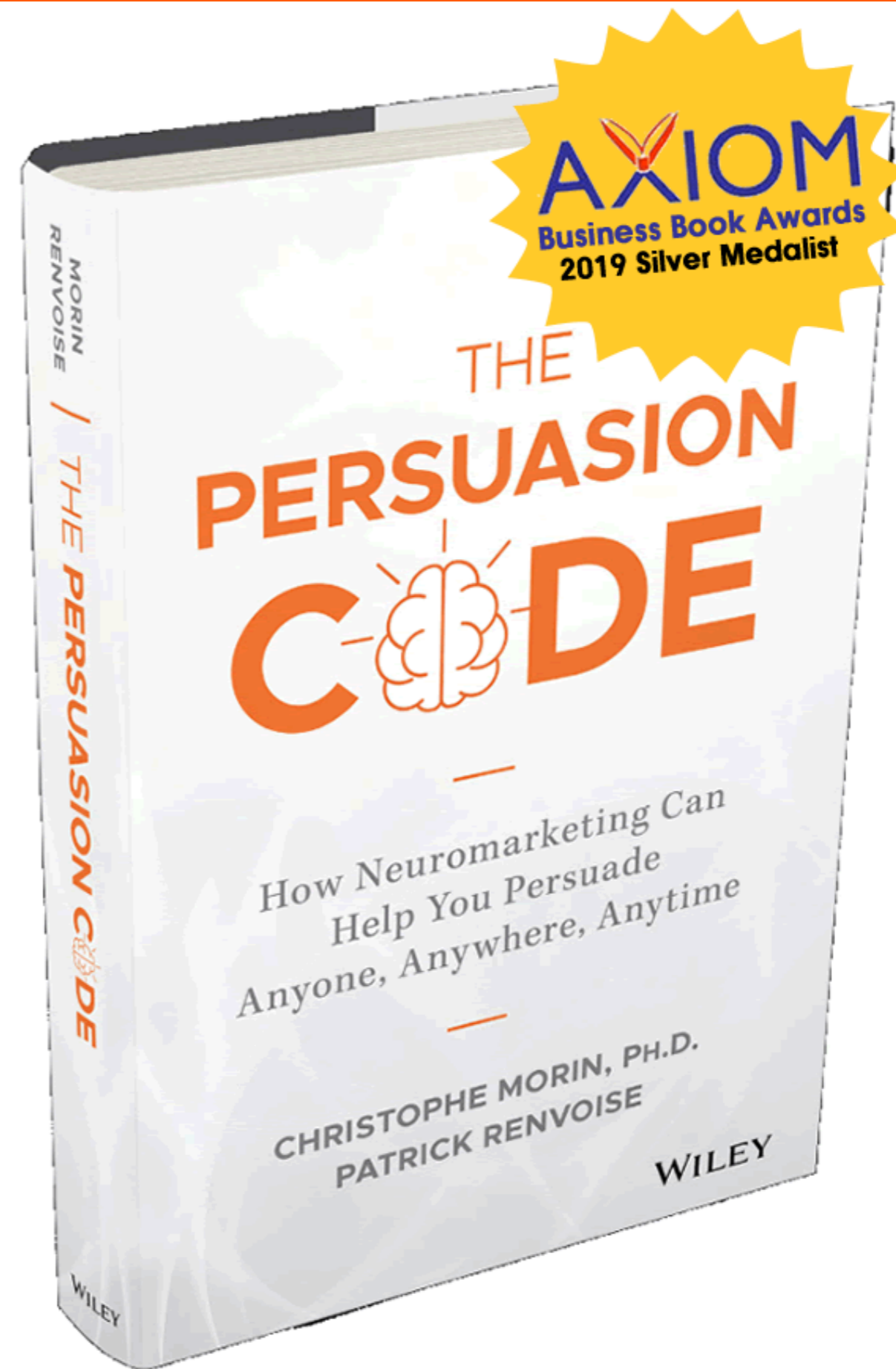
**BRAIN SCIENCE
TO HELP
PARK
DIRECTORS
PERSUADE!**

Sep 13, 2023



Patrick Renvoise
Chief Persuasion Officer
SalesBrain

Book



AWARDS

2007



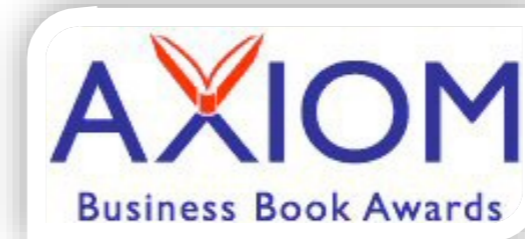
2009
"Next big thing"



2008 & 2013
Speaker Awards



2011 - 2014 - 2015
Innovation Distinction



2019
Silver Medal

BOB MERGELL'S PERSUASION OBJECTIVES?



Can I persuade more
Prospective employees
to join?

Can I persuade my
team members to
read our state
newsletter?

Can I persuade my
boss to give me a
promotion?



State of Nevada Announces

An Open Competitive Recruitment for:

PARK SUPERVISOR 1 - COMMISSIONED - Underfill Park Supervisor 3 - Sand Harbor

APPROXIMATE ANNUAL SALARY - \$66,043.44 to \$98,783.28 PAY GRADE: 38

For more information on benefit and retirement programs, please see the sections below.
In order to receive consideration, applicants must indicate their availability for any work type, travel, and location requirements listed.

JOB INFORMATION

- Work Type: Permanent, full time vacancies as they may occur in this geographical location.
- Department: [Conservation and Natural Resources](#)
- Division: State Parks
- Location: Lake Tahoe, Zephyr Cove, Incline Village
- Job Class Code: 13.137

RECRUITMENT INFORMATION

- Announcement Number: 43833
 - Open to all qualified persons.
 - Posted 08/22/2023
 - Recruiter:
ANKE SIMPSON
Phone: (775)684-2782
Email: asimpson@parks.nv.gov
 - Applications accepted until recruitment needs are satisfied
- ** Qualified individuals are encouraged to apply immediately. Lists of eligible candidates will be established and hiring may occur early in the recruiting process. Recruitment will close without notice when a sufficient number of applications are received or a hiring decision has been made.

The Position

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To see full Class Specifications visit: http://hr.nv.gov/Resources/ClassSpecs/Class_Specifications-13_0/

To Qualify:

In order to be qualified, you must meet the following requirements:

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- Bachelor's degree from an accredited college or university with a major or minor in park management, outdoor recreation management, ecology, forestry, biology, criminal justice or related field and two years of journey level park ranger experience including park operation, maintenance and interpretation of park facilities; OR two years of experience as a Park Ranger II in Nevada State service; OR an equivalent combination of education and experience as described above.

Special Notes

- Applicants must meet minimum standards for appointment as a peace officer as established in the Nevada Revised Statutes and Nevada Administrative Code.
- The physical agility exam consists of: a) Vertical jump of no less than 14 inches; b) The Illinois Agility Run in 19.5 seconds or less; c) complete not less than 30 sit-ups in 1 minute; d) complete not less than 23 consecutive push-ups; e) 300 meter run in 68 seconds or less; f) 1.5 mile run/walk in 16 minutes and 57 seconds or less; g) lift and carry a 70-90 pound bag of cement/sand from the ground and carry 10 feet to tailgate of a standard pick-up truck and then return, repeated three times; h) 100 yard swim in 5 minutes.
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- Applicant is required to submit to a background check and physical agility examination prior to appointment.
- A pre-employment criminal history check and fingerprinting are required.
- This position is subject to call-out, shift work including evenings, weekends and holidays, and travel throughout the State as required.
- This position requires pre-employment criminal history check and fingerprinting . The applicant is responsible for the cost.
- Requires a valid driver's license at the time of appointment and for continuing employment.
- Pursuant to NRS 284.4066, this position has been identified as affecting public safety. Persons offered employment in this position must submit to a pre-employment screening for controlled substances.

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Application Evaluation Exam

The exam will consist of an application evaluation. It is essential that applications include detailed information with time frames regarding education and experience. The most qualified applicants will be contacted by the hiring agency for interview. The hiring agency may require specific skills related testing as part of the interviewing process.

The following additional questions are part of this Recruitment

- 1) Describe your experience in parks operations and where it was gained.
- 2) Describe your experience in parks management that includes budgeting, supervision of staff, and/or resource management and where it was gained.
- 3) Are you willing and able to work at Sand Harbor State Park, located 3 miles South of Incline Village, Nevada, which may require you to commute to the location on your own time and in your own vehicle?

INFORMATIONAL LINKS

For more information about state employment, visit the following:
Division of Human Resource Management: <http://hr.nv.gov>
Public Employees Retirement System: <http://www.nvpers.org>
Public Employees Benefits Program: <http://pebp.state.nv.us>

REFER A FRIEND

Help us reach qualified candidates! Refer a friend by clicking here:
[Email](#)

NV Newsletter

A new edition of The Deferred Word is now available

Right-click or tap and hold here to download pictures. To help pro...



Read the latest edition of *The Deferred Word*, a quarterly newsletter for participants of the Nevada Public Employees' Deferred Compensation Program (NDC).

In this edition:

- What's new with the NDC Program?
- Smart ways to save more of what is yours
- Will you be able to retire early?
- Take control of your finances
- Do you have a plan in place for your loved ones?

PERSUASION IS CHALLENGING BECAUSE

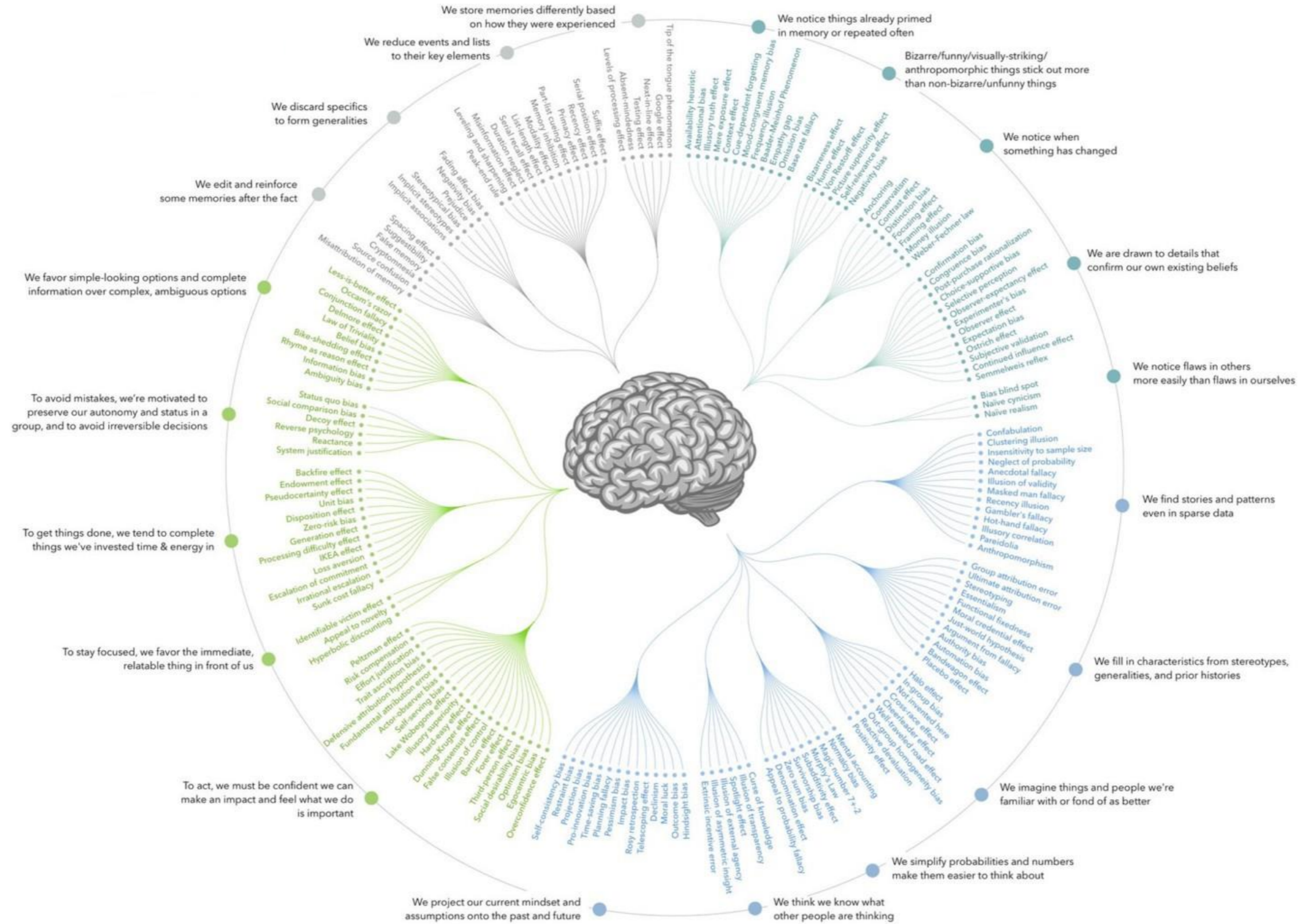
...IT'S COMPLICATED!



188

Biases

COGNITIVE BIAS CODEX, 2016



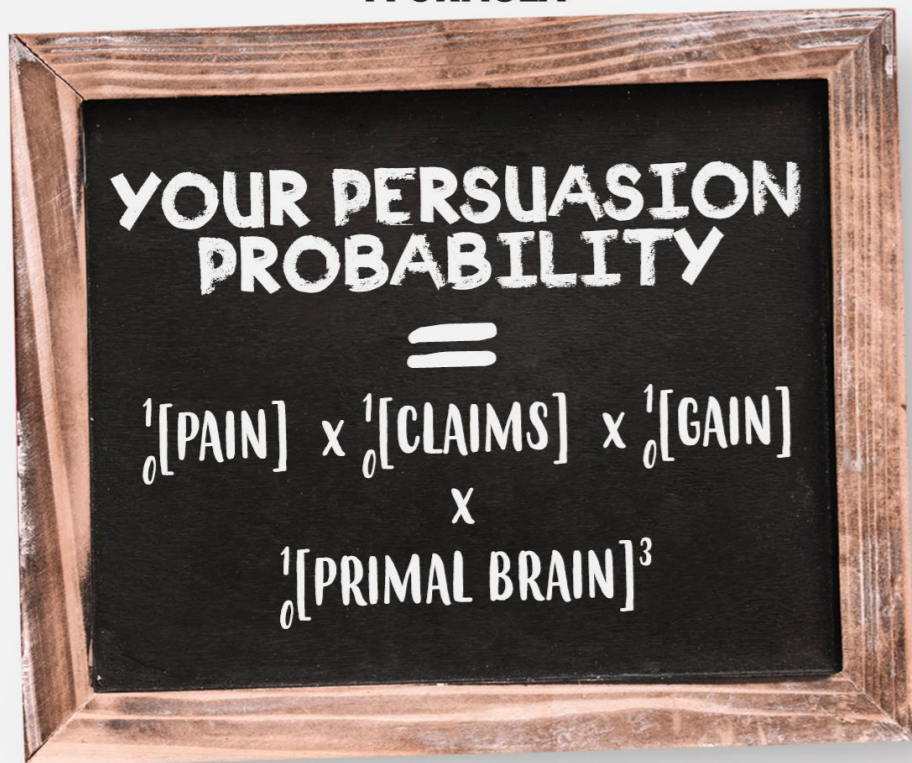
ALGORITHMIC LAYOUT + DESIGN BY JM3 · JOHN MANOOGIAN III // CONCEPT + METICULOUS CATEGORIZATION BY BUSTER BENSON // DEEP RESEARCH BY WIKIPIANIANS FAR + WIDE

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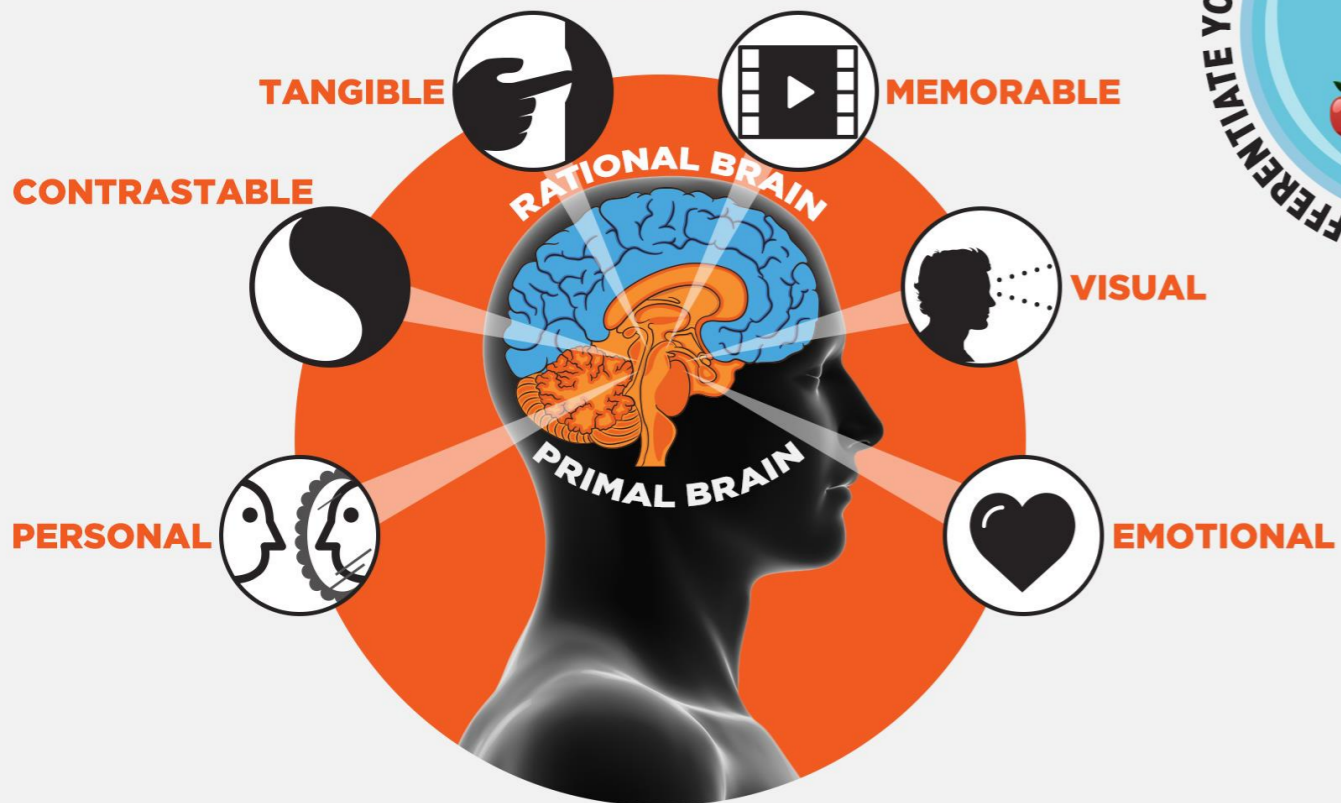
**PARK DIRECTORS NEED A SIMPLE BUT
SCIENTIFIC MAP to**

PERSUADE!

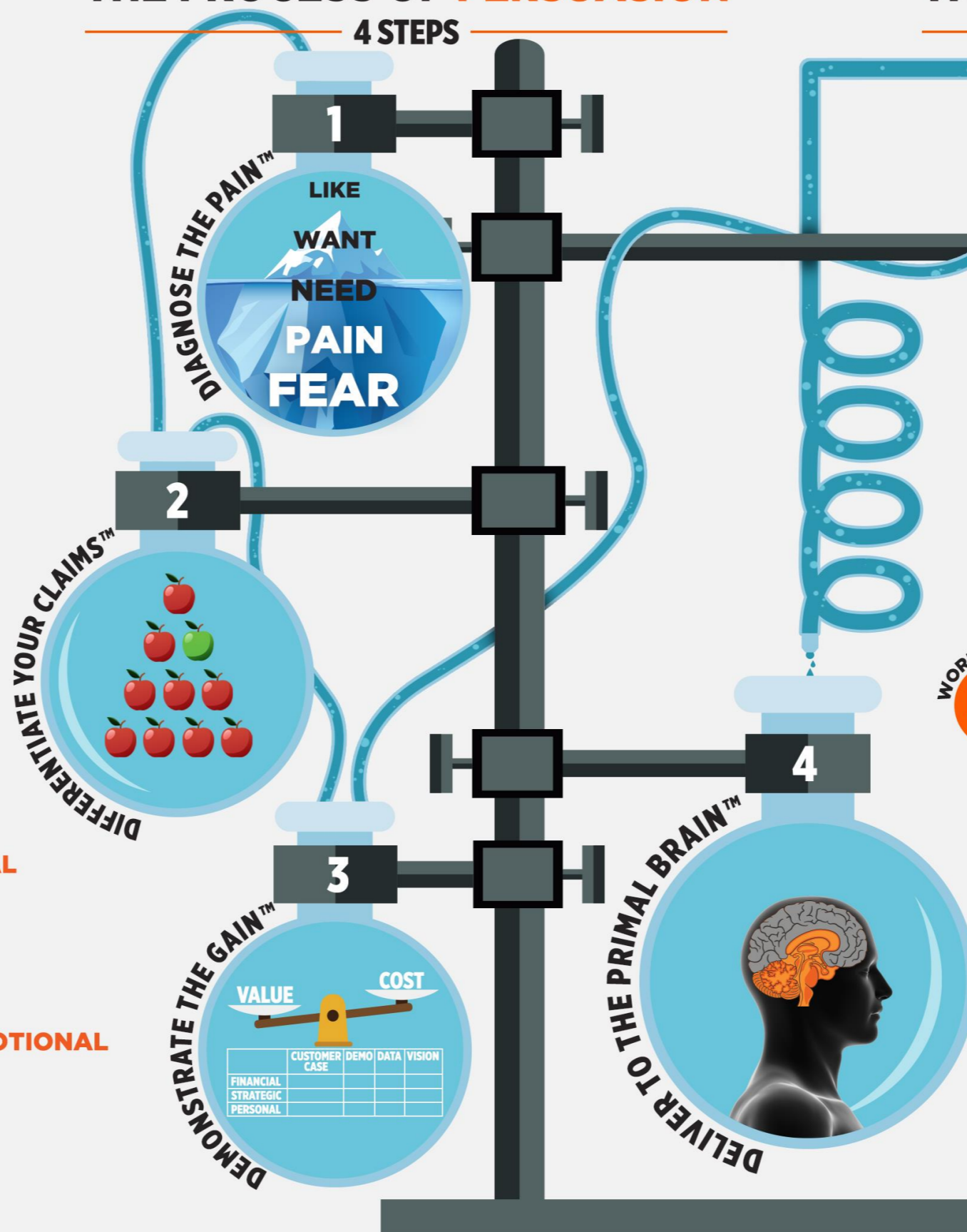
THE THEORY OF PERSUASION
1 FORMULA



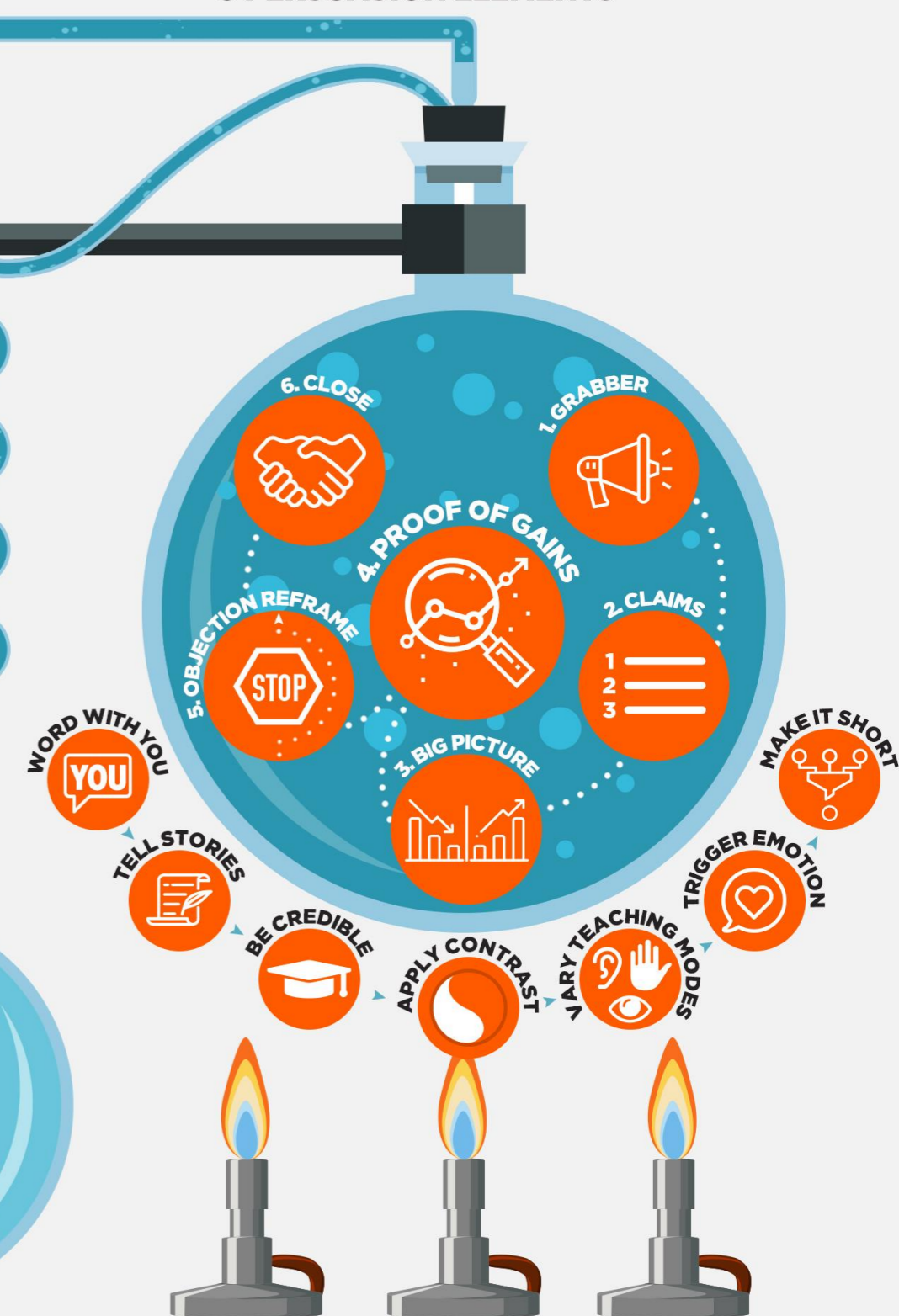
THE SCIENCE OF PERSUASION
6 PRIMAL STIMULI



THE PROCESS OF PERSUASION
4 STEPS



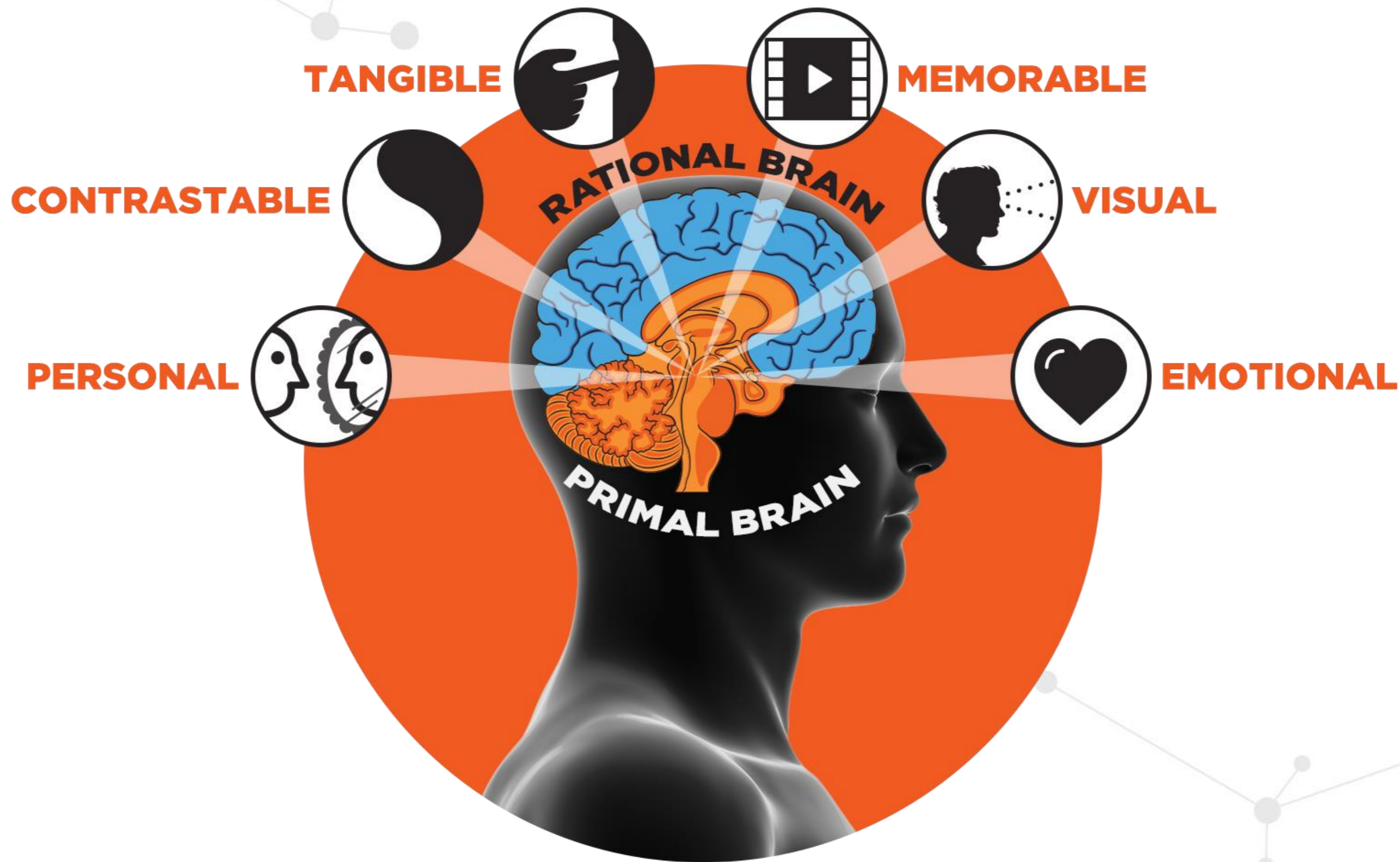
THE CHEMISTRY OF PERSUASION
6 PERSUASION ELEMENTS



7 PERSUASION CATALYSTS

THE SCIENCE OF **PERSUASION**

6 PRIMAL STIMULI



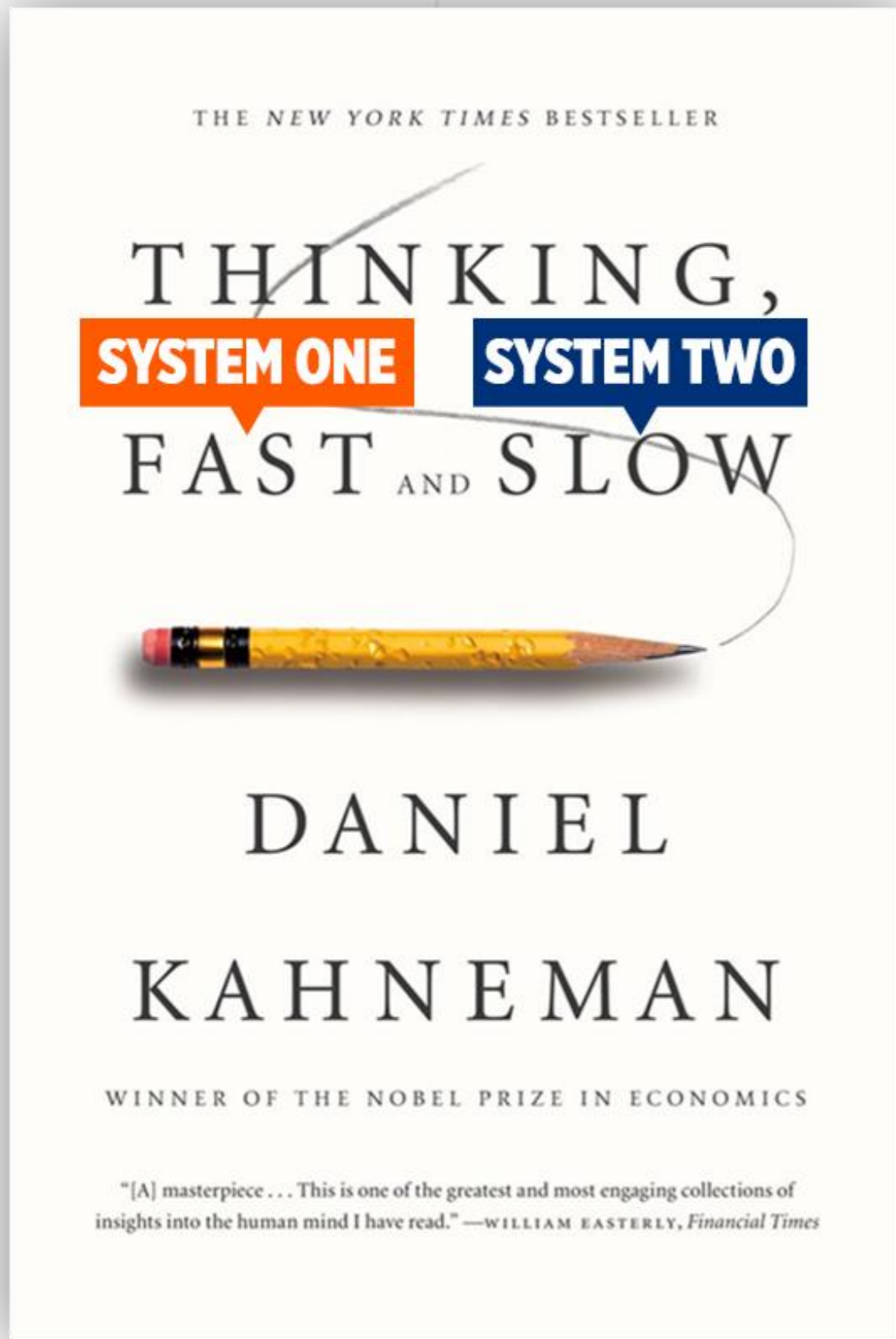
SCIENCE OF PERSUASION

TWO BRAIN SYSTEMS



2 BRAINS





**PRIMAL
BRAIN**



**RATIONAL
BRAIN**

**SYSTEM ONE
STILL RULES**

PRIMAL

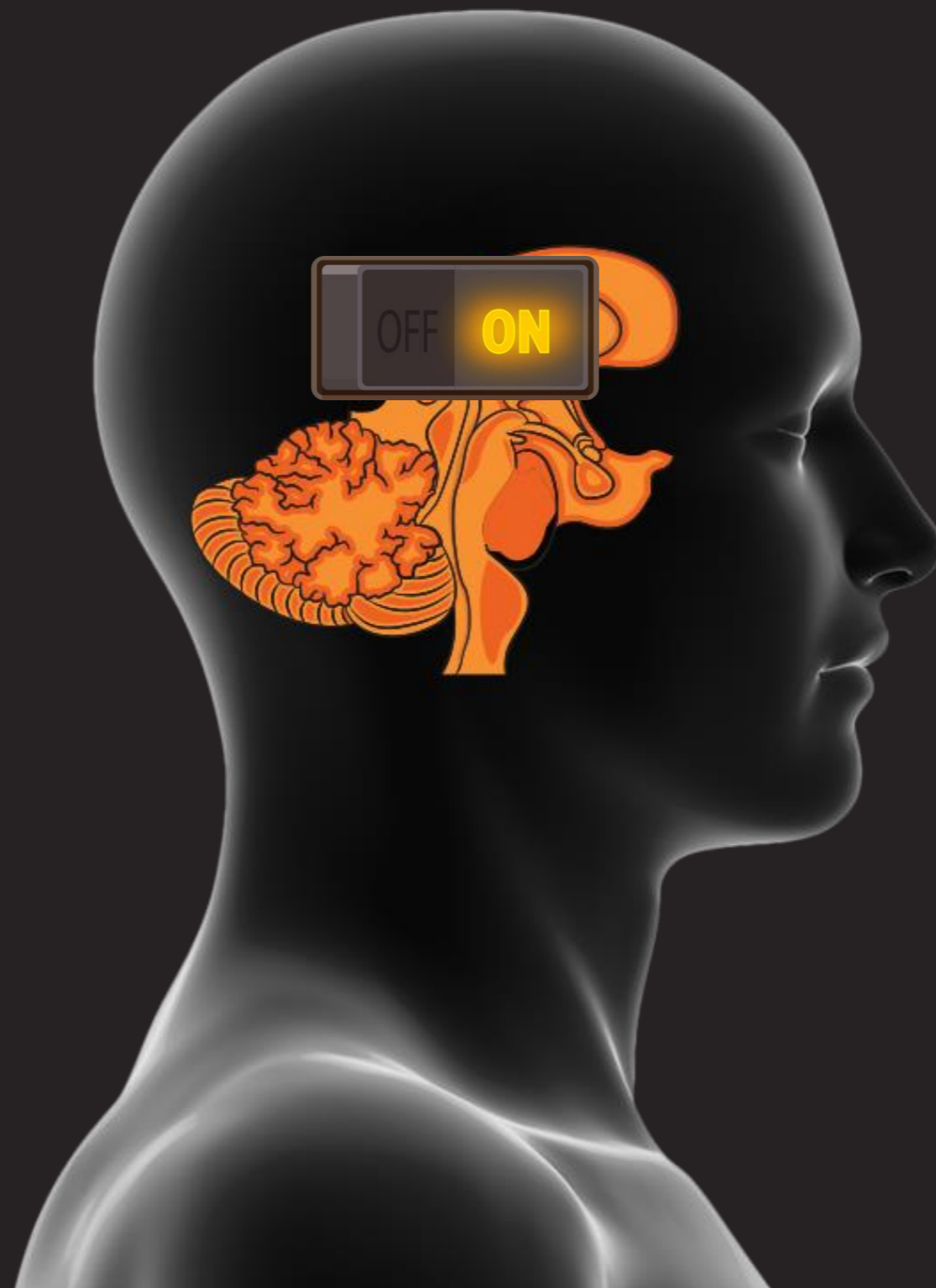
vs.

RATIONAL



Processing Power	Fast but Limited	Slow but Smart
Age	500 M years	5 M years
Time	Immediate Experience	Past, Present, Future
Active	Always On	On/Off
Capabilities	Vigilance, Intuition	Thinking, Reading, Logic
Change Reaction	Seeks Familiarity	Seeks Novelty
Thinking System	Automatic/Subconscious	Deliberative
Capacity to Control	Very Low	Moderate

YOUR PRIMAL BRAIN IN ACTION



EXPERIMENT

SPEED BIAS

10 Machines manufacture 10 Widgets in 10 minutes

5 Machines manufacture 5 Widgets in ?? minutes

EXPERIMENT

VISUAL BIAS

EXPERIMENT

COGNITIVE LOAD BIAS

READ OUT LOUD THE COLOR OF EACH WORD **NOT** THE LETTERS

Red

Black

Green

Blue

Black

Green

Red

Blue

Brown

Green

White

Green

Blue

Black

Blue

Green

Brown

Red

Red

Blue

White

Brown

Red

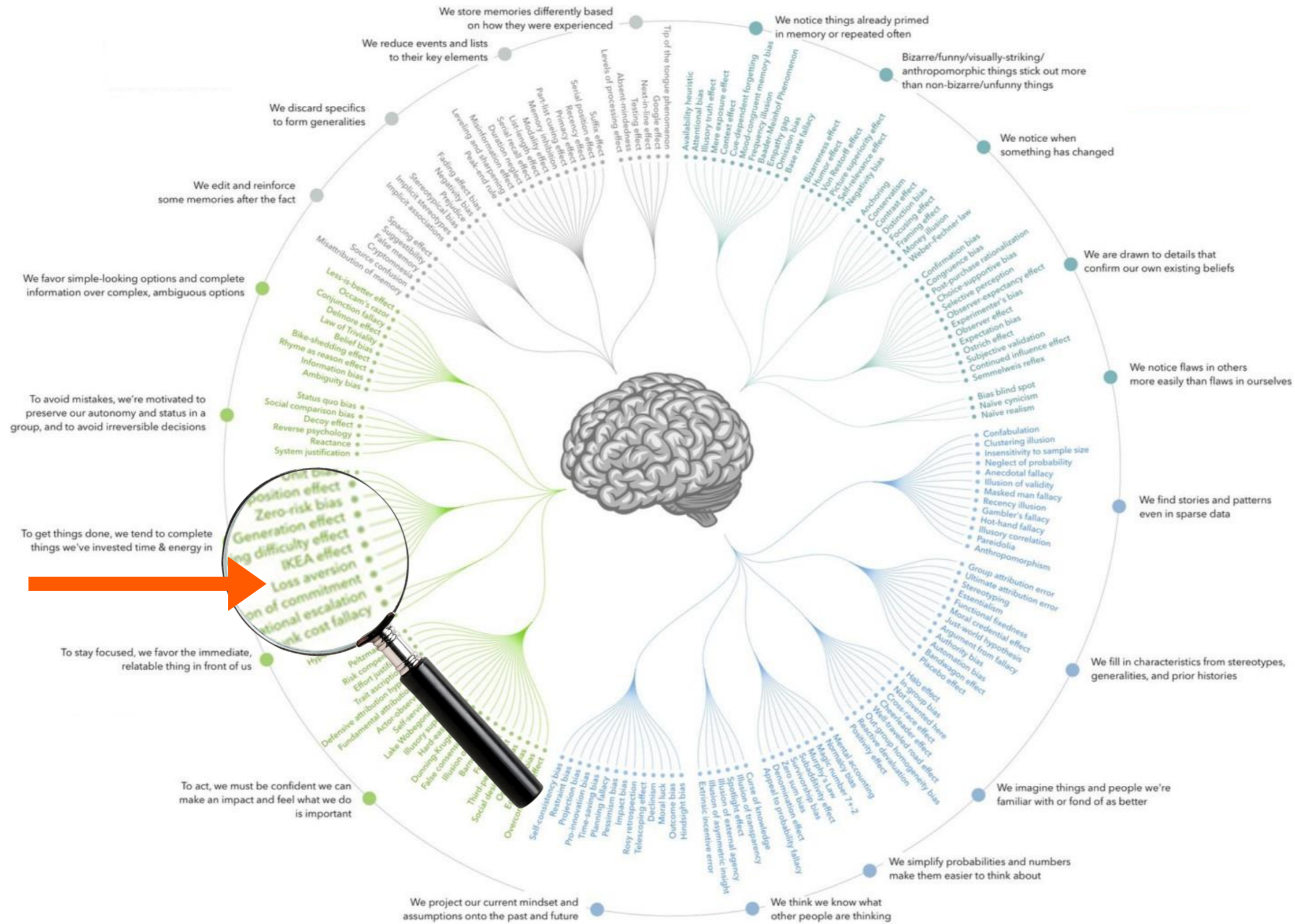
Green

Blue

EXPERIMENT

KAHNEMAN BIAS

COGNITIVE BIAS CODEX, 2016



ALGORITHMIC LAYOUT + DESIGN BY JMS · JOHN MANOOGIAN III // CONCEPT + METICULOUS CATEGORIZATION BY BUSTER BENSON // DEEP RESEARCH BY WIKIPEDIANS FAR + WIDE

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PERSUASION IS DIFFICULT BECAUSE

HOMO SAPIENS IS:

TOTALLY

BIASED!

188 COMPLEX BIASES EXPLAINED WITH:

6 STIMULI

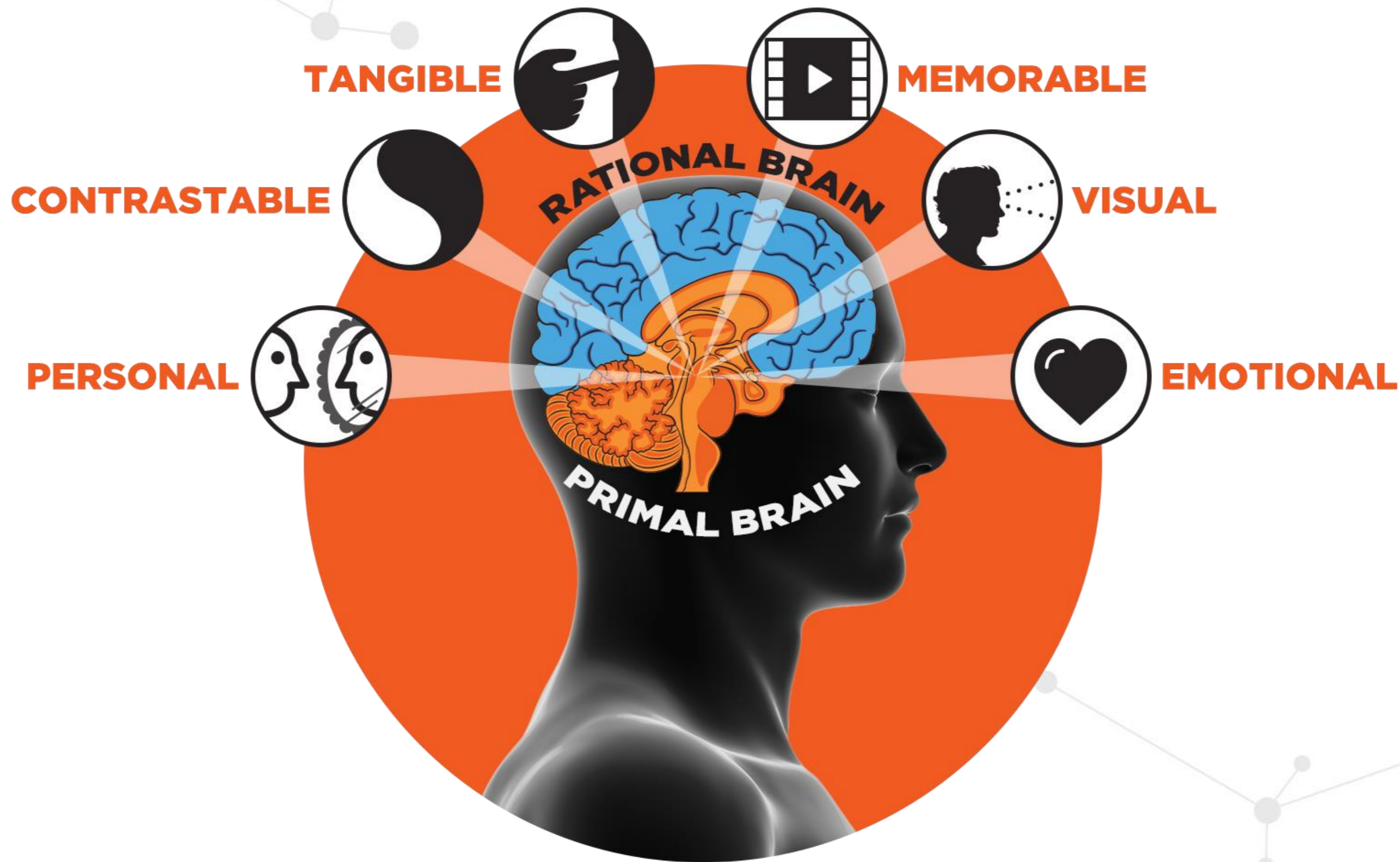
SCIENCE OF PERSUASION

PART B: THE 6 STIMULI



THE SCIENCE OF **PERSUASION**

6 PRIMAL STIMULI



TANGIBLE MEMORABLE
CONTRASTABLE VISUAL
PERSONAL EMOTIONAL



CONTRASTABLE

TANGIBLE

MEMORABLE

VISUAL

PERSONAL

EMOTIONAL



**The brain receives
11 M bits/s but...**

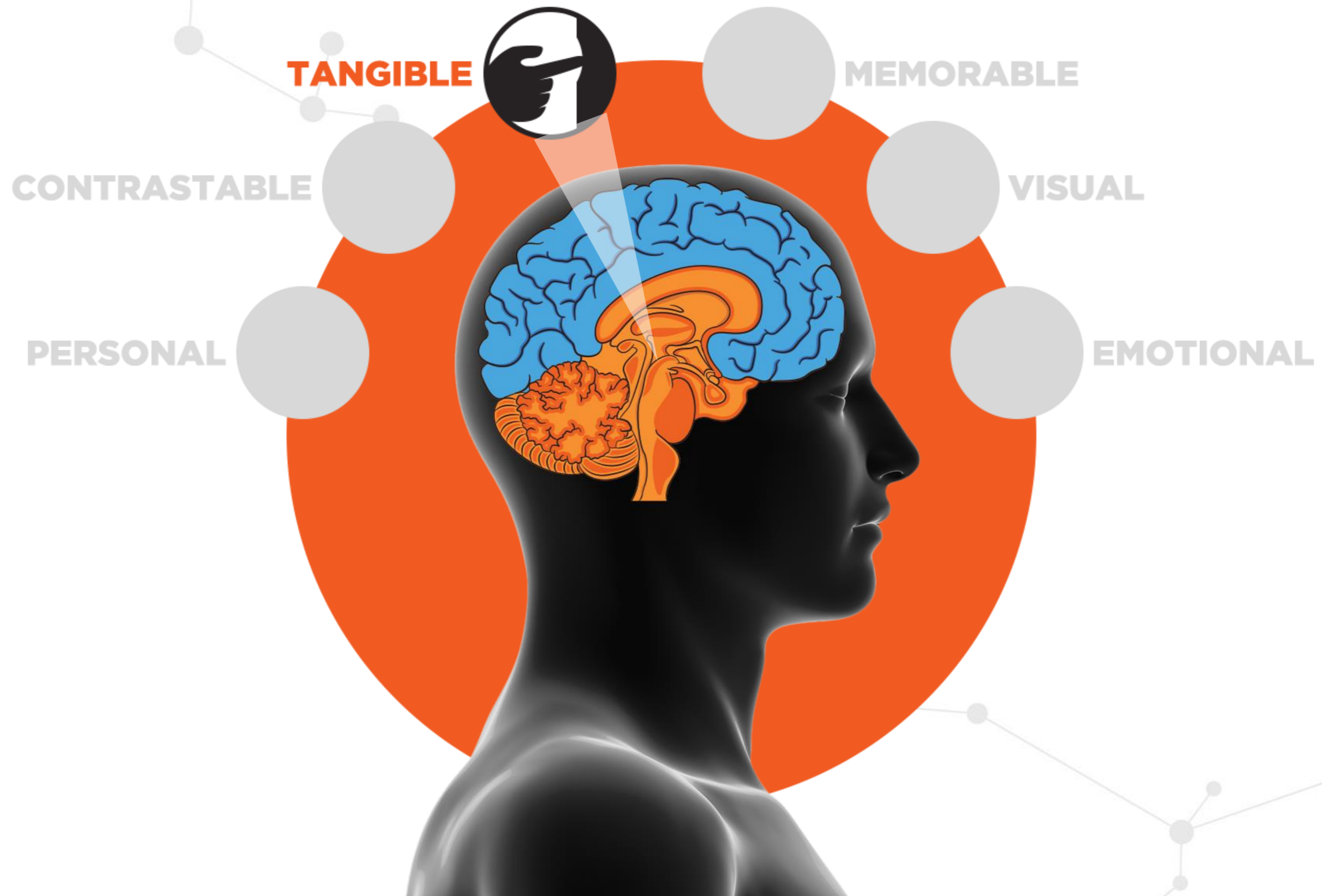
**...pays attention to
only 50 bits/s**



ENTRANCE

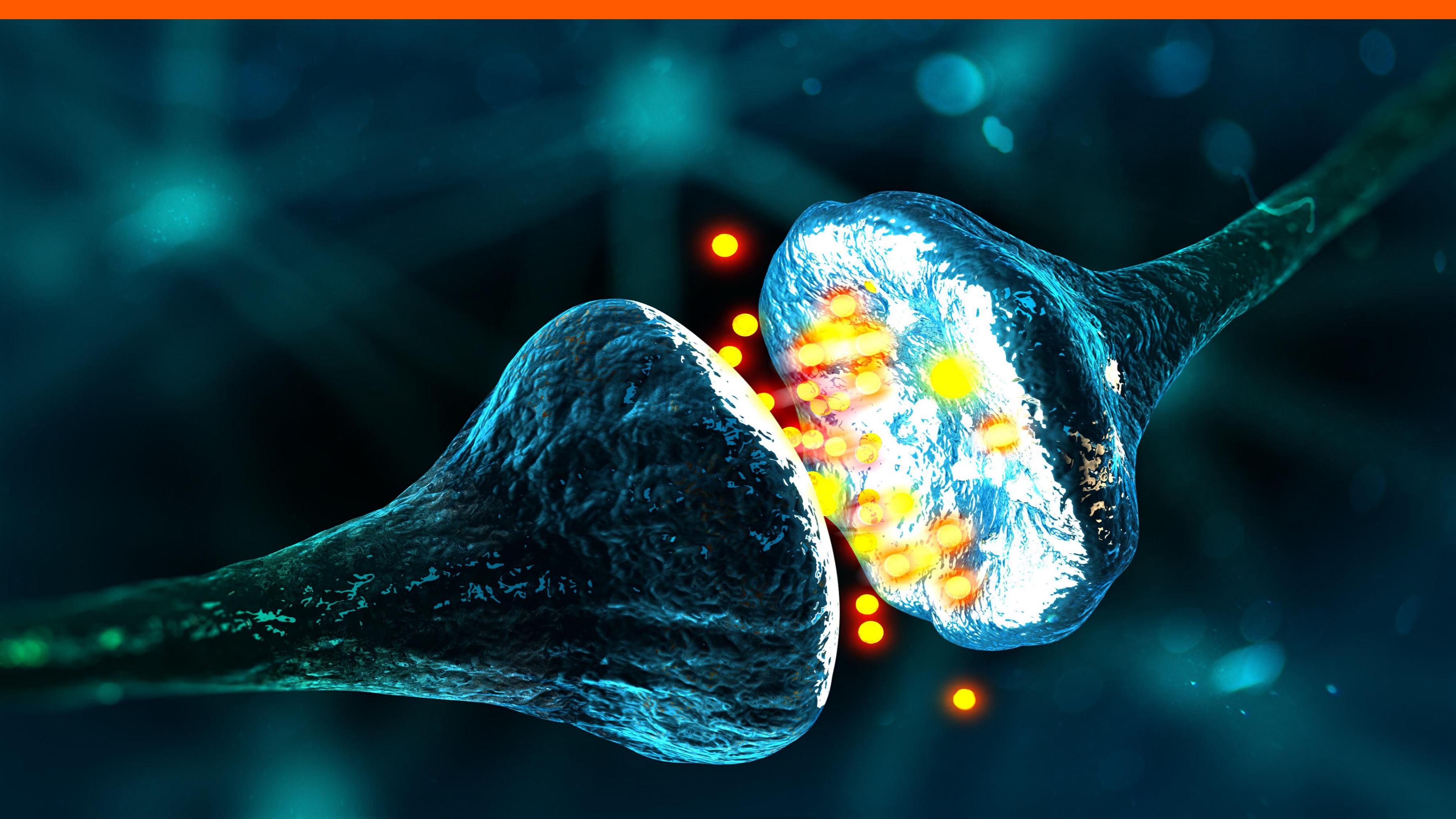
 WeightWatchers®

EXIT



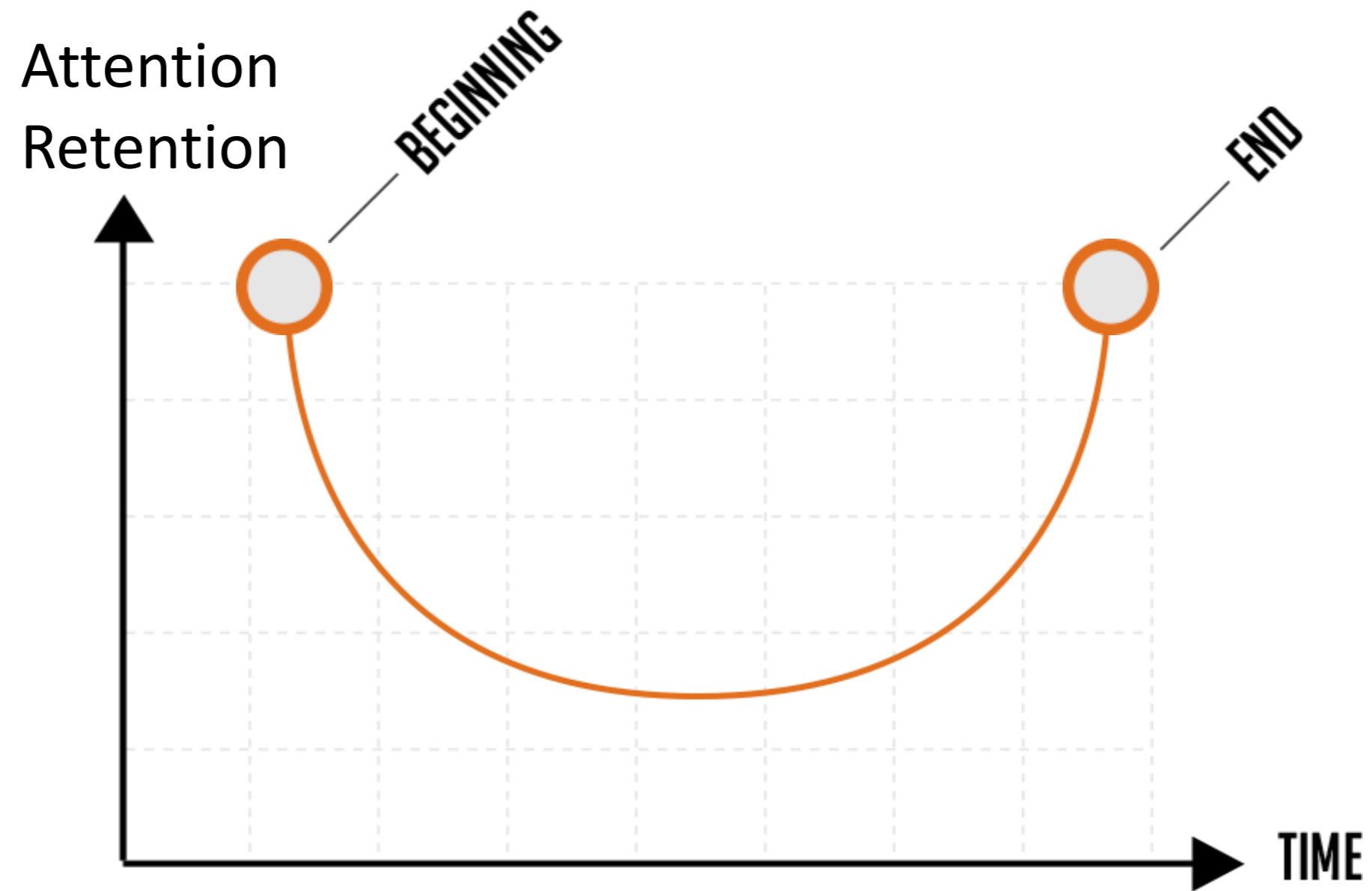
TANGIBLE
MEMORABLE
VISUAL
EMOTIONAL
PERSONAL
CONTRASTABLE

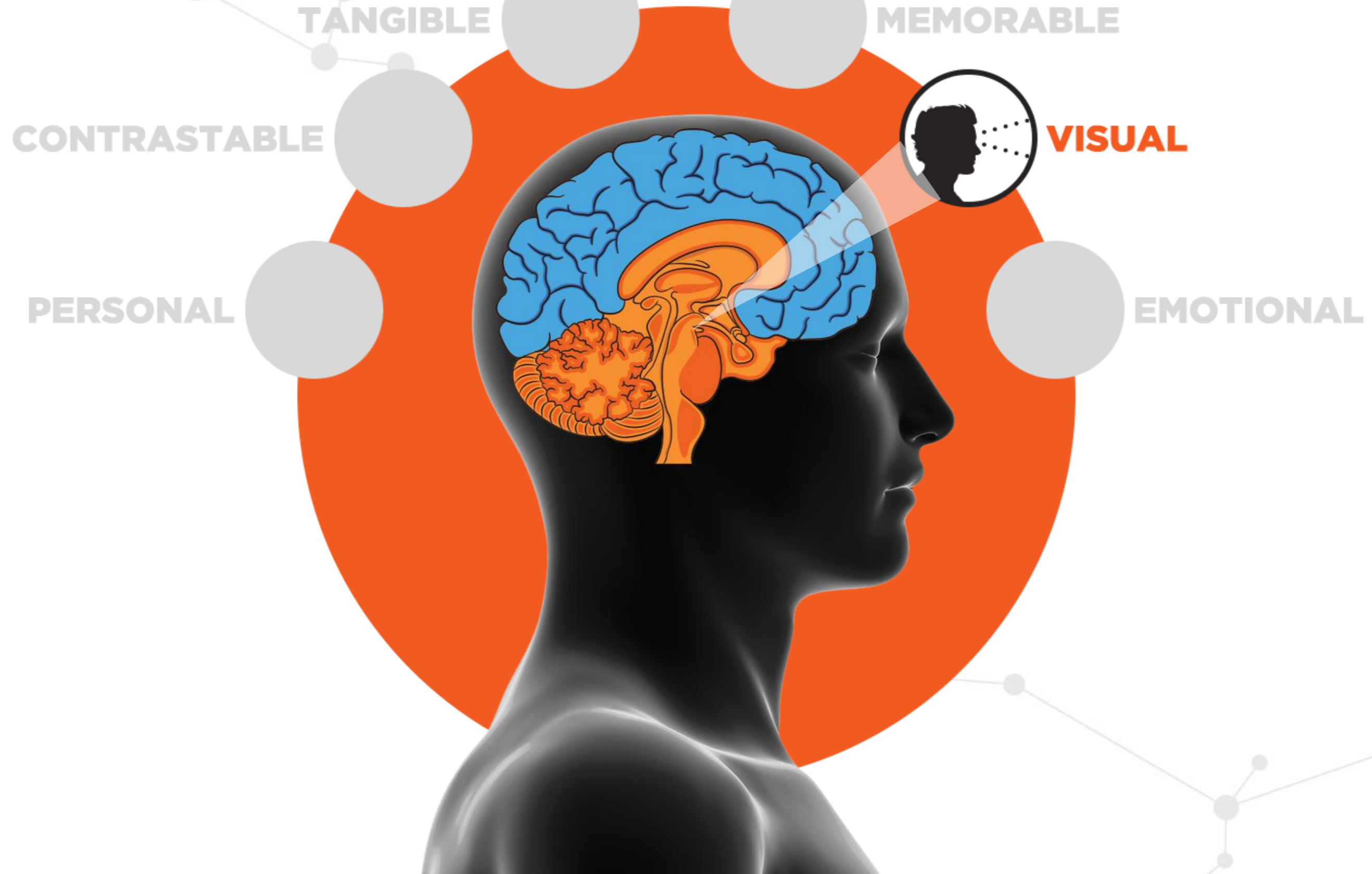




$$\mathbf{Mem} = \mathbf{f}(\mathbf{Rep}, \mathbf{Emo}, \mathbf{Pos})$$

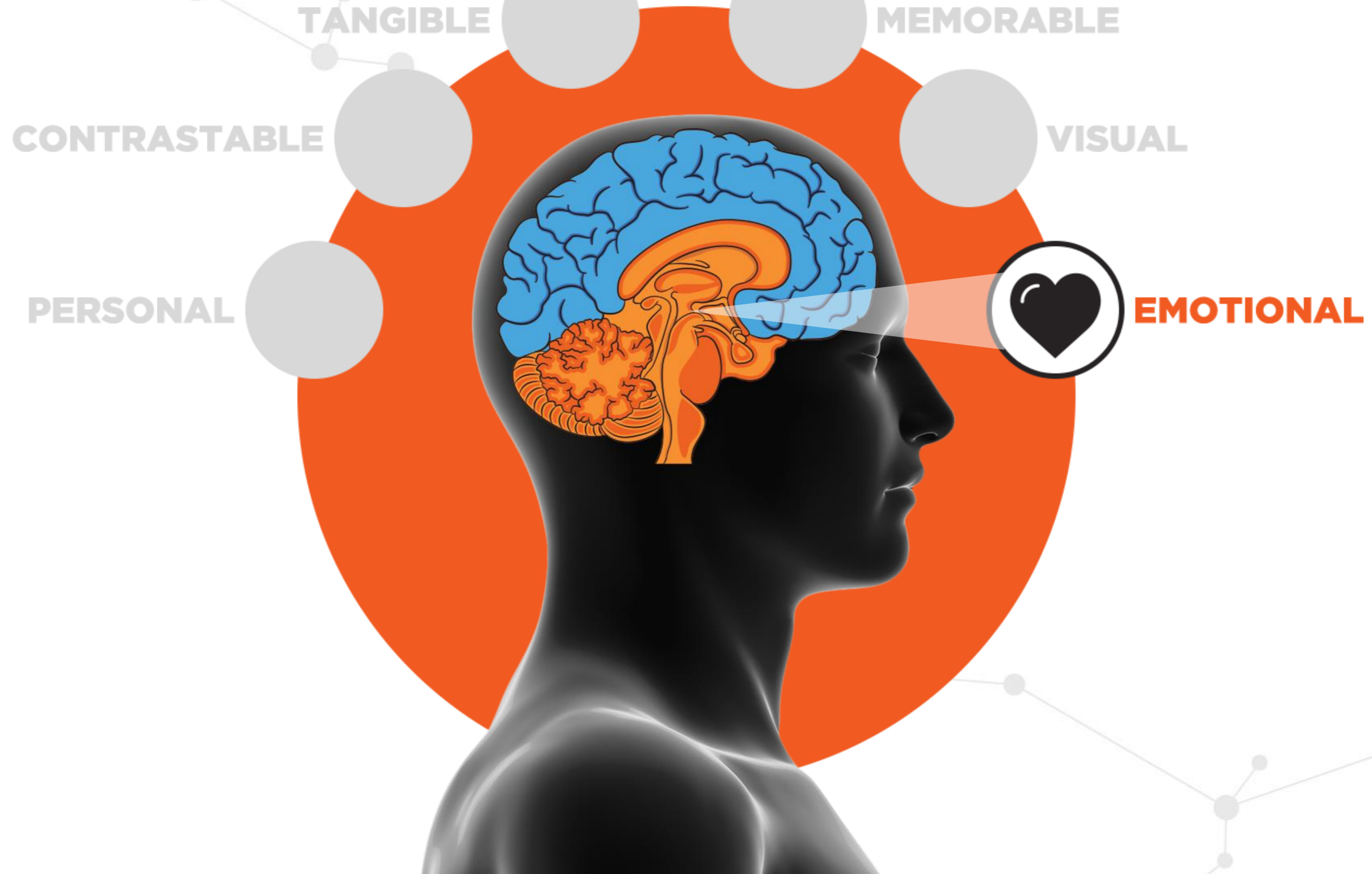
Position



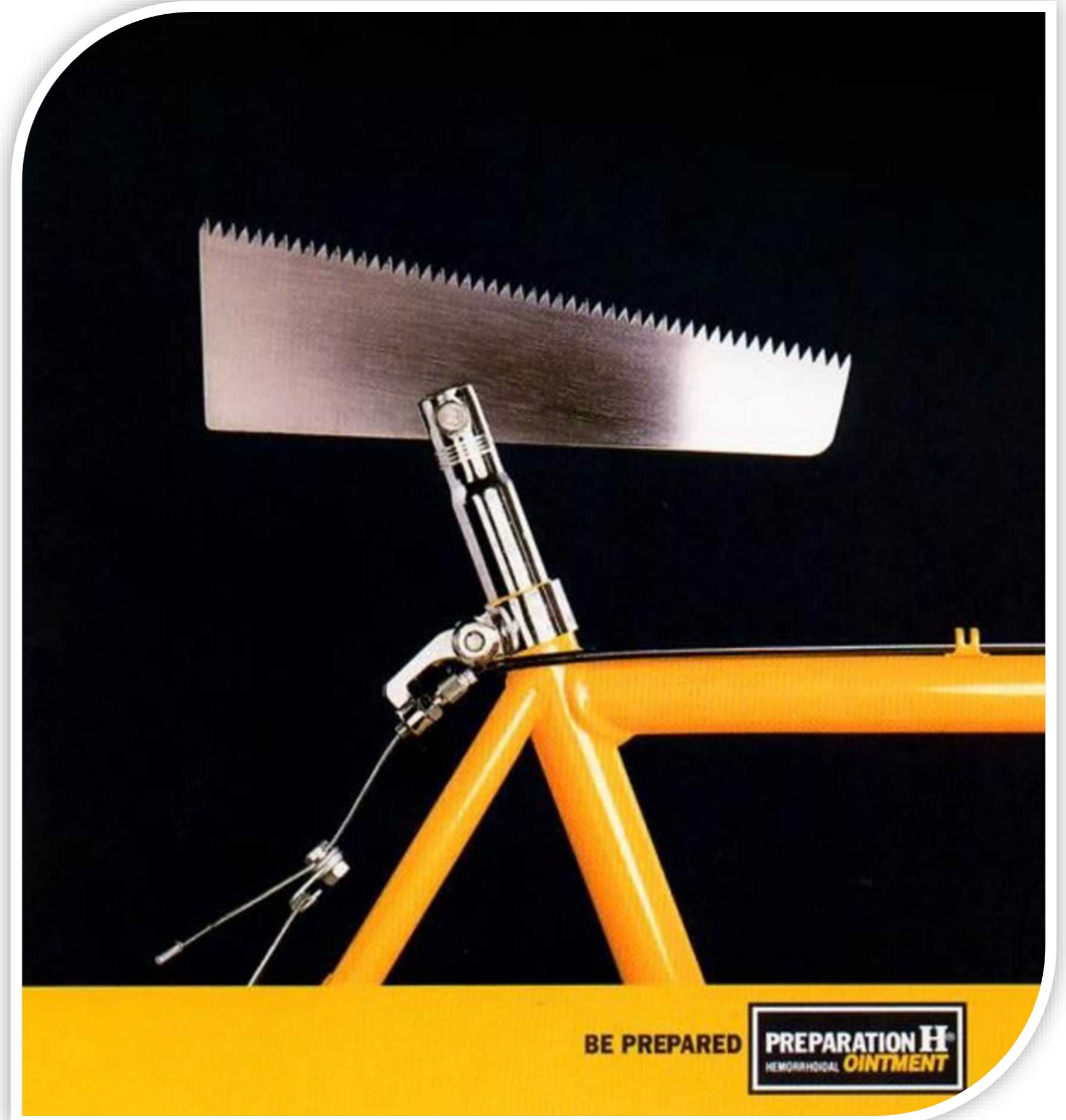


YOGA FOR GREATER FLEXIBILITY





VISUAL + EMOTIONAL?



BE PREPARED

PREPARATION H
HEMORRHOIDAL OINTMENT

DO BOB'S MESSAGES STIMULATE





Announcement

State of Nevada Announces

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- Division: State Parks
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INFORMATIONAL LINKS

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Public Employees Retirement System: <http://www.nvpers.org>
Public Employees Benefits Program: <http://pebp.state.nv.us>

REFER A FRIEND

Help us reach qualified candidates! Refer a friend by clicking here:
[Email](#)

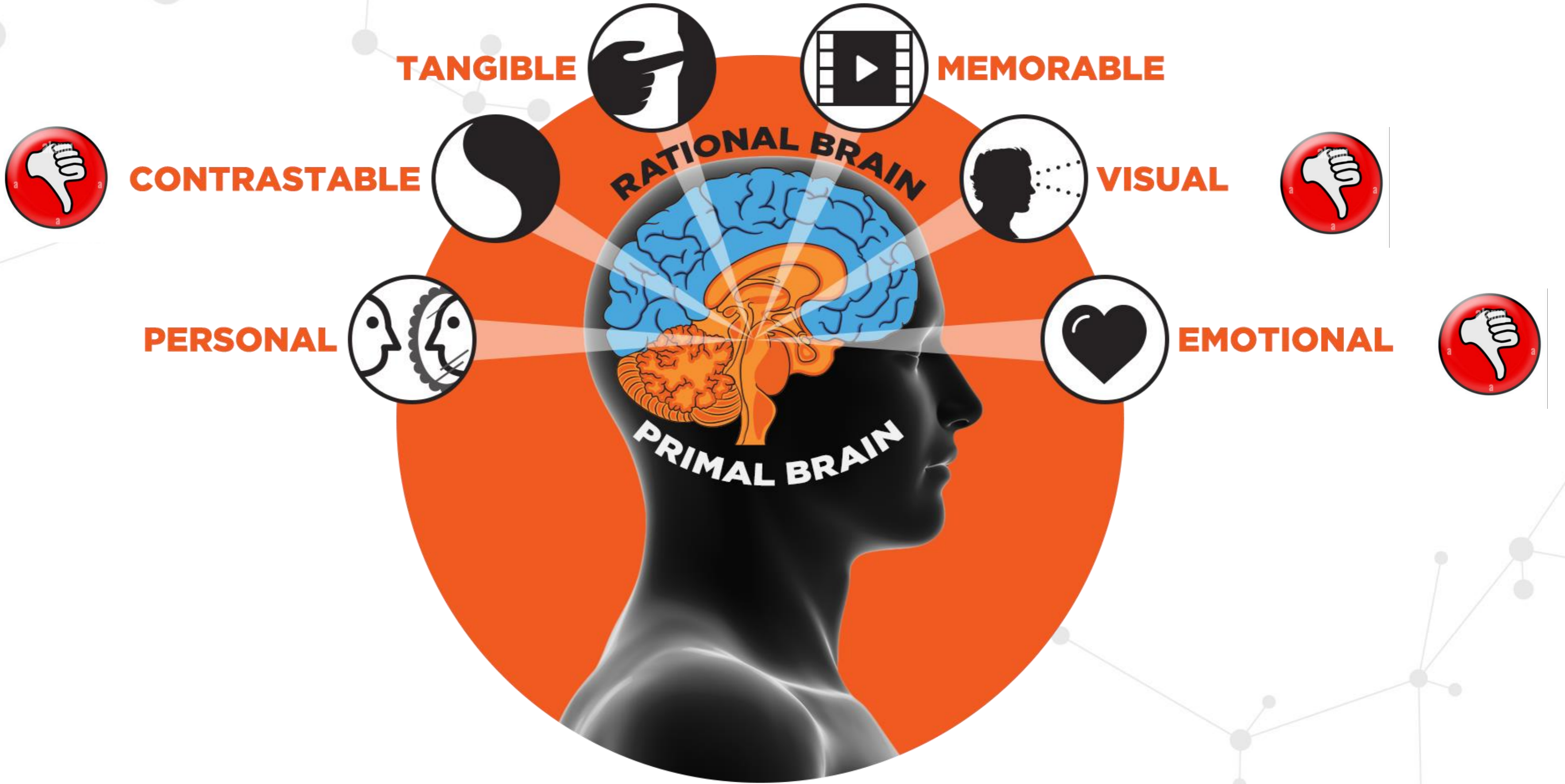
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The Position

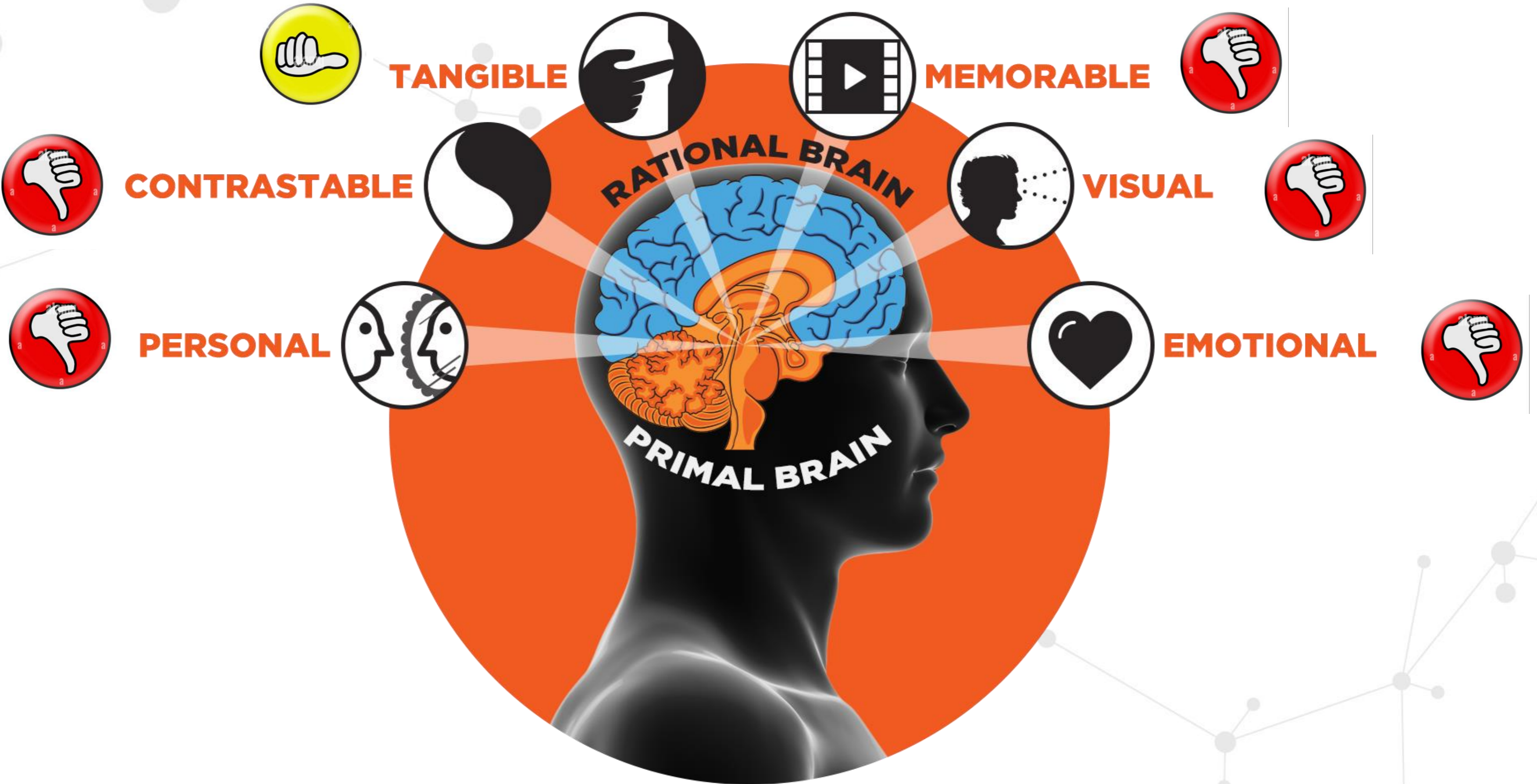
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BOB's RECRUITING MESSAGES PERSUASION FACTOR



Welcome to NVAPPS
Nevada Employee Action and Timekeeping System

Home Jobs Messages

Session Started: 8/24/23 1:22 PM
Current User: [none]
Site Help

Announcement

State of Nevada Announces
An Open Competitive Recruitment for:
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APPROXIMATE ANNUAL SALARY - \$66,043.44 to \$98,783.28 PAY GRADE: 3B

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<ul style="list-style-type: none">Work Type: Permanent, full time vacancies as they may occur in this geographical location.Department: Conservation and Natural ResourcesDivision: State ParksLocation: Lake Tahoe, Zephyr Cove, Incline VillageJob Class Code: 13.137	<ul style="list-style-type: none">Announcement Number: 43833Open to all qualified persons.Posted 08/22/2023Recruiter: ANKE SIMPSON Phone: (775)684-2782 Email: asimpson@parks.nv.govApplications accepted until recruitment needs are satisfied <p>** Qualified individuals are encouraged to apply immediately. Lists of eligible candidates will be established and hiring may occur early in the recruiting process. Recruitment will close without notice when a sufficient number of applications are received or a hiring decision has been made.</p>

The Position
Park Supervisors (Commissioned) plan, organize, oversee and participate in the administration, law enforcement, maintenance, interpretive programs and resource management of an assigned State park to include budget administration and supervision of staff. Incumbents function as first-line supervisors who train, supervise and evaluate the performance of assigned staff; assign and review work; and initiate disciplinary action. The Department of Conservation & Natural Resources, Division of State Parks is recruiting for a Park Supervisor I underfilling the Park Supervisor III. This position manages Sand Harbor State Park, located 3 miles South of Incline Village, Nevada. The Park offers a variety of year around recreation opportunities to over 1 million visitors annually in a world-renowned setting. In order to receive consideration, applicants must indicate their willingness and ability to work in this geographical location. The Division of State Parks is recruiting for a Park Supervisor II underfilling the Park Supervisor III. This position manages Sand Harbor State Park, located 3 miles South of Incline Village, NV. Management responsibilities for the Park Supervisor include supervision of permanent and seasonal staff, administrative duties including budget development and oversight, and completion of routine and special reports. The Park Supervisor will be the lead in providing land management, recreation and administrative expertise to ensure efficient management of the park's operations and ecosystems. The incumbent must make decisions regarding resources, facility maintenance, equipment and materials. The position provides training, mentoring, and direction for assigned staff. The Park Supervisor leads staff, and works with other agencies and private groups to develop interpretive programming and activities, and to promote parks and outdoor recreation. All personnel in the Park Supervisor series are responsible for ensuring a high level of customer service, developing and presenting a variety of visitor programs, and planning, organizing, and managing the law enforcement and maintenance programs at the park. This is a commissioned position with public safety responsibilities. The incumbent will be required to work various hours and shifts, including weekends, holidays, and nights. Park residency is not available. The State of Nevada is committed to Equal Employment Opportunity/Affirmative Action in recruitment of its employees and does not discriminate on the basis of race, color, national origin, religion or belief, age, disability, sex, sexual orientation, gender identity or expression, pregnancy, domestic partnership, genetic information (GINA), or compensation and/or wages. *** THIS RECRUITMENT MAY CLOSE WITHOUT FURTHER NOTICE DEPENDING ON THE NUMBER OF APPLICATIONS RECEIVED. APPLICANTS ARE ENCOURAGED TO APPLY AS SOON AS POSSIBLE***
To see full Class Specifications visit: http://hr.nv.gov/Resources/ClassSpecs/Class_Specifications-13_0/

To Qualify:
In order to be qualified, you must meet the following requirements:
Education and Experience (Minimum Qualifications)
Bachelor's degree from an accredited college or university with a major or minor in park management, outdoor recreation management, ecology, forestry, biology, criminal justice or related field and two years of journey level park ranger experience including park operation, maintenance and interpretation of park facilities; OR two years of experience as a Park Ranger II in Nevada State service; OR an equivalent combination of education and experience as described above.

Special Notes

- Applicants must meet minimum standards for appointment as a peace officer as established in the Nevada Revised Statutes and Nevada Administrative Code.
- The physical agility exam consists of: a) Vertical jump of no less than 14 inches; b) The Illinois Agility Run in 19.5 seconds or less; c) complete not less than 30 sit-ups in 1 minute; d) complete not less than 23 consecutive push-ups; e) 300 meter run in 68 seconds or less; f) 1.5 mile run/walk in 16 minutes and 57 seconds or less; g) lift and carry a 70-90 pound bag of cement/sand from the ground and carry 10 feet to tailgate of a standard pick-up truck and then return, repeated three times; h) 100 yard swim in 5 minutes.
- As part of the selection process, the Division of State Parks requires: a) Physical agility exam; b) Comprehensive background investigation which will include a urinalysis, polygraph and a psychological examination; c) Physical examination. This cost will be covered by the hiring agency.

Special Requirements

- Applicant is required to submit to a background check and physical agility examination prior to appointment.
- A pre-employment criminal history check and fingerprinting are required.
- This position is subject to call-out, shift work including evenings, weekends and holidays, and travel throughout the State as required.
- This position requires pre-employment criminal history check and fingerprinting. The applicant is responsible for the cost.
- Requires a valid driver's license at the time of appointment and for continuing employment.
- Pursuant to NRS 284.4066, this position has been identified as affecting public safety. Persons offered employment in this position must submit to a pre-employment screening for controlled substances.

The Examination
Application Evaluation Exam
The exam will consist of an application evaluation. It is essential that applications include detailed information with time frames regarding education and experience. The most qualified applicants will be contacted by the hiring agency for interview. The hiring agency may require specific skills related testing as part of the interviewing process.

The following additional questions are part of this Recruitment

- Describe your experience in parks operations and where it was gained.
- Describe your experience in parks management that includes budgeting, supervision of staff, and/or resource management and where it was gained.
- Are you willing and able to work at Sand Harbor State Park, located 3 miles South of Incline Village, Nevada, which may require you to commute to the location on your own time and in your own vehicle?

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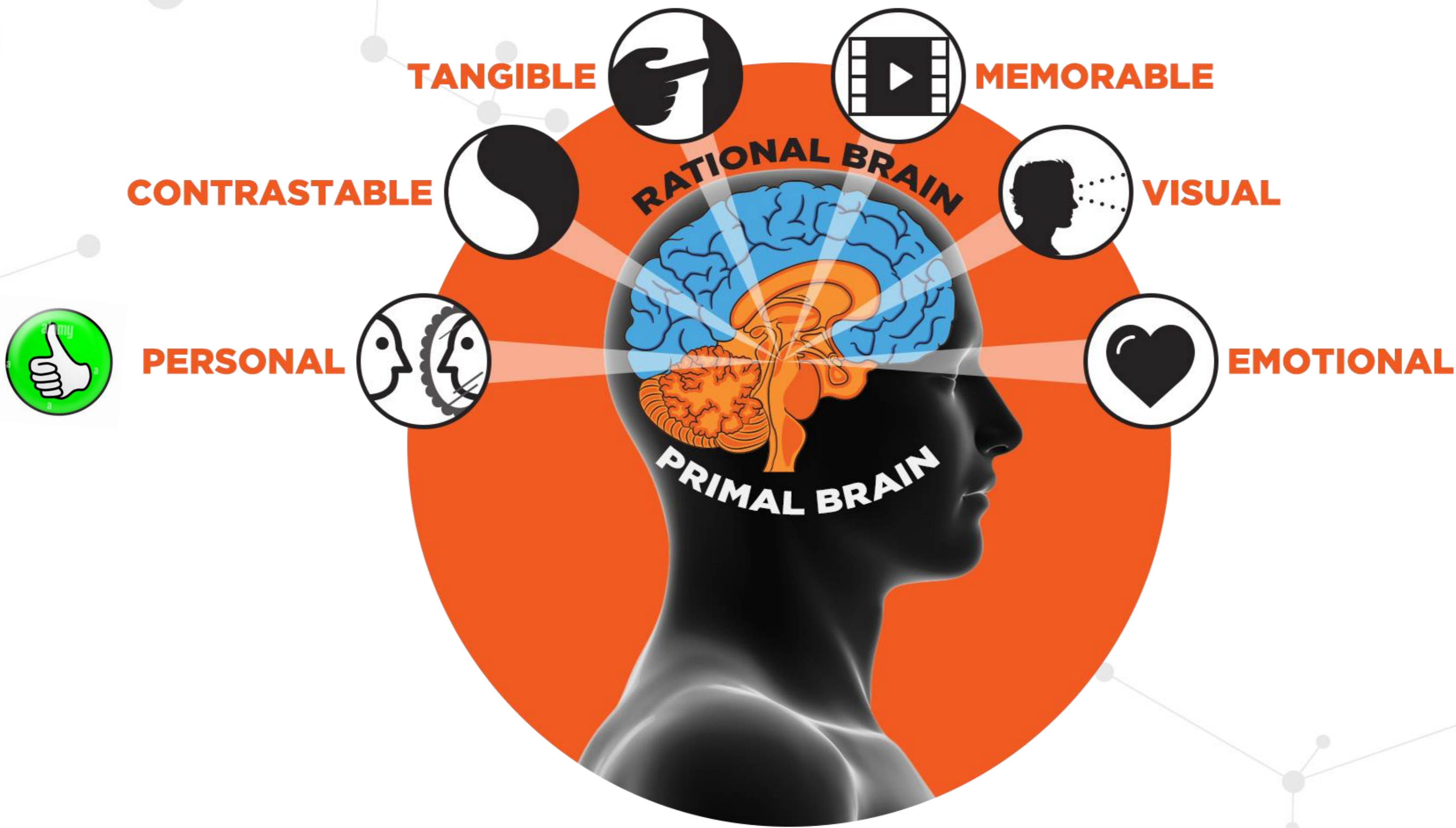
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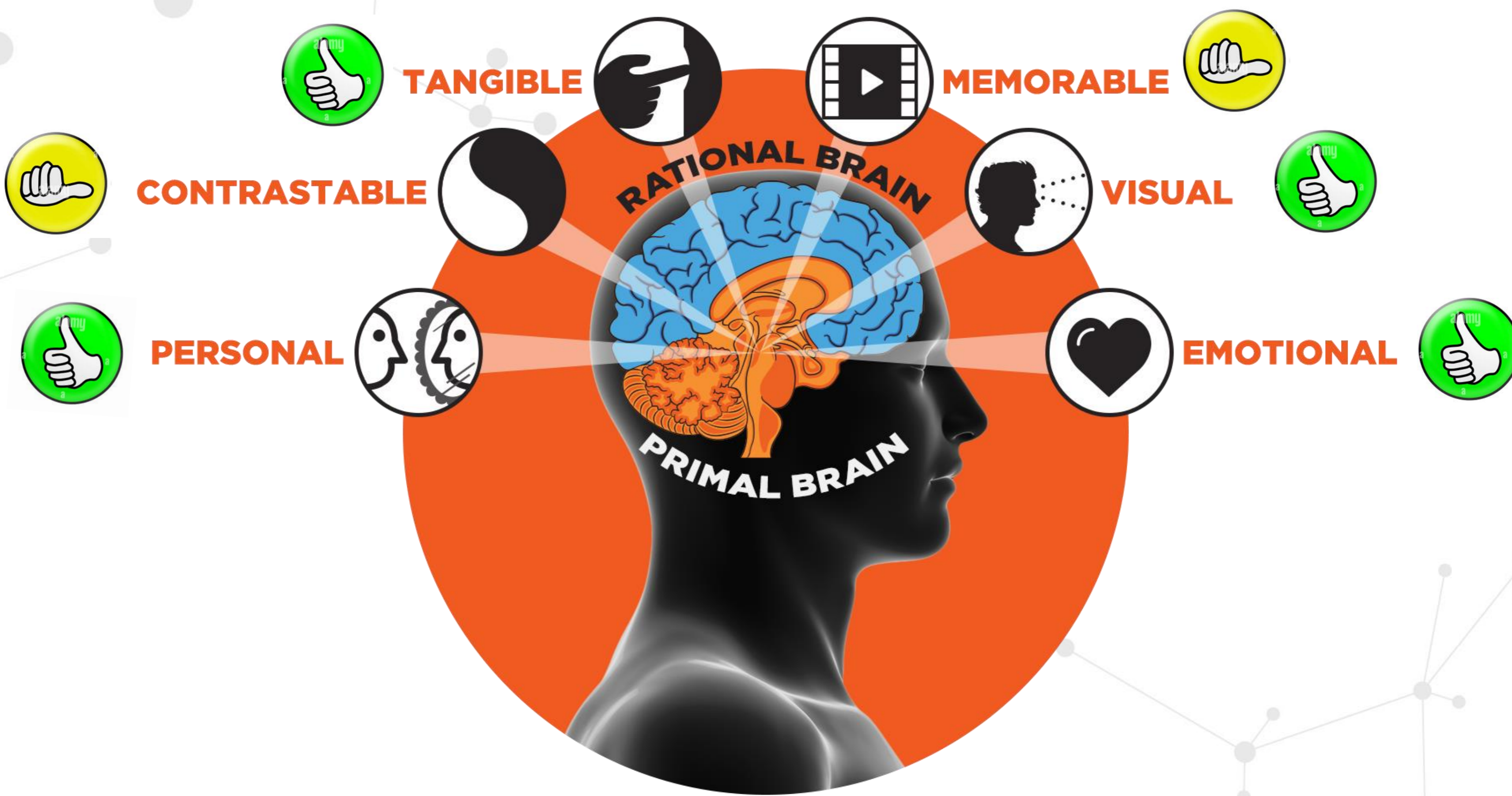
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WHAT DO YOU

THINK?