



RESOLVING CONFLICTS THROUGH PERSONALITIES BY REDUCING PERSONAL STRESS

based on connections between
Personal Qualities and Body Properties

to resolve conflicts in negotiations
reducing stress and returning opponents
to constructive dialogue

A bit of theory...

Thanks to evolution, each of us has one of the body systems, with one of the unconditioned reflexes – security, health, sex, or freedom – constantly most active.

This most active system, on the one hand, forces a person to focus on life challenges and problems that affect a person’s main unconditioned reflex (security, health, sex, or freedom), by causing in a person severe stress.

On the other hand, in response to such challenges, this body system evokes in a person both: certain negative traits - purposefully painful so that a person will fight problems - as well as an antidote to negative traits in a form of definite positive qualities, intentions, strategies, goals.

This is how a person’s active body system, reacting to the same stressors and activating the same body processes, shapes stable personal qualities and complete personality of a person.

In communications and negotiations, once we know what kind of personality the body has formed in a person, we know what kind of challenges the person mostly reacts to, what negative traits and destructive behavior to expect, and what person’s positive qualities and intentions evoked by the most active body system we can support, helping the person’s body reduce stress and destructiveness, returning the person to a constructive state and dialogue.



There are four body systems, which may shape personality.

Each of the body systems activates a certain unconditioned reflex, which becomes the main unconscious goal of a person with the corresponding personality as well as of the body system itself.

HEALTH REFLEX

reflex of Harmony Health Comfort

ADAPTATIONAL
body system, including
tissues and constitution



SEX APPEAL REFLEX

reflex of Popularity Sex appeal Success

REACTIONAL
body system, including
hormones and senses



SECURITY REFLEX

reflex of Security Survival Resources

INFORMATIONAL
body system, including
body memory and DNA



FREEDOM REFLEX

reflex of Power Independence Evolution

ENERGY
body system, including
nerves and emotions



In negotiations...



Once you know personality of a person and the qualities that the unconditioned reflexes and body systems shape in personalities, you can understand, forestall, and inspire behavior of opponents in negotiations. Resolve conflicts by reducing opponents' personal stress, following this communication framework:

...4. efficient arguments...

...3. turning point...

...2. reducing stress...

...1. type of stress...

4. PRESENT , when you can start real negotiations, your arguments and goals in light of the person's primary goals and intentions shaped by the active body system, for the person to be loyal to your messages.

3. TRACK the turning point when stress along with the negative trait and destructive behavior caused by stress begin to disappear, overcome by a person's specific constructive way of thinking you boosted, to start real negotiations.

2. SUPPORT , through communication, a person's positive qualities, intentions, way of thinking, evoked by the body against stress. Adjust your messages, image, ideas according to them, boosting the efforts of the person's body to reduce stress.

1. DETERMINE the type of personality you communicate to. Be prepared, understand what kind of challenges and problems a person mostly reacts to, what negative trait you have to overcome, and what positive qualities to support, helping the person's body reduce stress.

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A type of life challenges (LC) that affects the main unconditioned reflex causes stress to the most active body system. It evokes in response a particular painful negative trait (NT), at the same time prompting a person to develop strong positive personal qualities as an antidote. To prompt positive qualities, it activates a person's main brain function (BF).

HEALTH REFLEX

reflex of Harmony Health Comfort

LC: non-acceptance by society

NT: SHAME /no comfort, no fit

DOING BF



Creation!!!

Right move!

SEX APPEAL REFLEX

reflex of Popularity Sex appeal Success

LC: growing competition

NT: ANGER /no win, no success

SENSING BF



SECURITY REFLEX

reflex of Security Survival Resources

LC: threat for resources or life

NT: FEAR /no certainty

CONCLUDING BF



Deduction!

Alliances!!

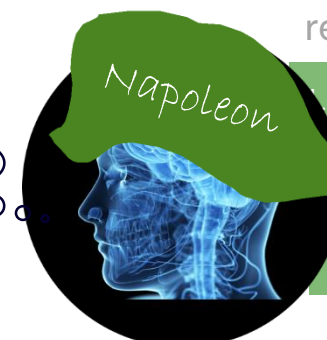
FREEDOM REFLEX

reflex of Power Independence Evolution

LC: impossible manage situation

NT: SELF-PITY /no power

ASSOCIATING BF



2. SUPPORT , through communication, a person's positive qualities, intentions, way of thinking, evoked by the body against stress. Adjust your messages, image, ideas according to them, boosting the efforts of the person's body to reduce stress.

The body and main brain function (BF) evoke certain positive qualities and intentions to reduce stress caused by the main life challenge (LC). Once you know a person's personality, you can boost those positive qualities and reduce a person's stress by communication about certain topics, with a particular logic, targets, style, wording and actions.

LC: **non-acceptance by society**

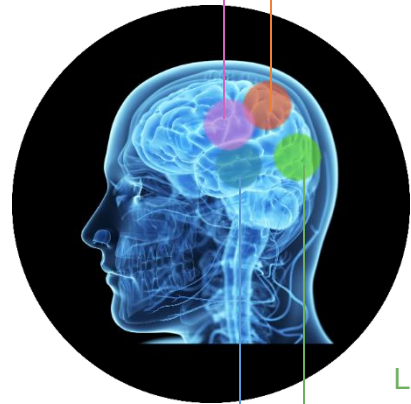
DOING BF

topics	skills	abilities	involvement
logic	diagnostic	How?	actions
targets	high	benefits	variety
style	equal	inventive	beautiful

LC: **threat for resources or life**

CONCLUDING BF

topics	understanding	information	solutions
logic	predictive	Why?	conclusions
targets	broad	knowledge	veracity
style	respectful	established	smart



LC: **growing competition**

SENSING BF

topics	wishes	aims	conversion
logic	descriptive	What?	chances
targets	exact	achievements	quantity
style	passionate	provocative	brave

LC: **impossibility to manage situation**

ASSOCIATING BF

topics	relations	support	retention
logic	prescriptive	Who?	identity
targets	deep	connections	quality
style	valuable	strong	positive

2. SUPPORT , through communication, a person's positive qualities, intentions, way of thinking, evoked by the body against stress. Adjust your messages, image, ideas according to them, boosting the efforts of the person's body to reduce stress.



3. TRACK the turning point when stress along with the negative trait and destructive behavior caused by stress begin to disappear, overborne by a person's specific constructive way of thinking you boosted, to start real negotiations.

In response to challenges affecting the main unconditioned reflex, the body evokes stress with linked painful negative traits (NT) and provokes particular types of destructive behavior. By boosting positive qualities, you reduce stress and will notice that stress disappears when there are signs of the turning point and constructive behavior.

affected Harmony Health Comfort - NT SHAME

Attempts to set his/her own order and rules, adjust the world, not accepting people into that created world.

destructive behavior

TURNING POINT

constructive behavior

Starts to engage in society with his/her role and skills.



ANGER NT - affected Popularity Sex appeal Success

Attempts to revenge, shift risks and responsibility for no success to others, and expose them to competition.

destructive behavior

TURNING POINT

constructive behavior

Starts partnering by sharing aims, risks, achievements.



affected Security Survival Resources - NT FEAR

Attempts to obey and be nice with everyone so they would seek resources and make secure decisions.

destructive behavior

TURNING POINT

constructive behavior

Starts to lead in hierarchy by finding solutions.



SELF-PITY NT - affected Power Freedom Evolution

Attempts to use help, efforts and power of others without giving anything back, staying unruly for them.

destructive behavior

TURNING POINT

constructive behavior

Starts to build character and relations to change things.



4. PRESENT

, when you can start real negotiations, your arguments and goals in light of the person's primary goals and intentions shaped by the active body system, for the person to be loyal to your messages.

When stress disappears, you can start real negotiations – a person is ready to hear you. Be relevant to a person's perception of the world. A person will be open to your arguments and goals in negotiations, if they embody the person's deepest aspirations shaped by the active body system, such as the person's main reflex, strategy, goal.

HARMONY HEALTH COMFORT
reflex

strategy of
OVERCOMING WEAKNESSES

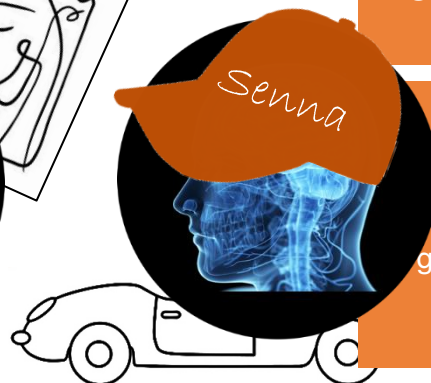
goal: to embody high culture, norms
trends to feel comfortable
in society



POPULARITY SEX APPEAL SUCCESS
reflex

strategy of
TAKING OPPORTUNITIES

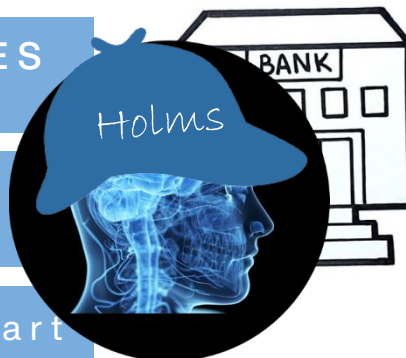
goal: to partner and share risks in
order to win over as many
rivals as possible



SECURITY SURVIVAL RESOURCES
reflex

strategy of
AVOIDING THREATS

goal: to lead by knowledge and smart
resource decisions for being
protected by people



POWER INDEPENDENCE EVOLUTION
reflex

strategy of
DEVELOPING STRENGTHS

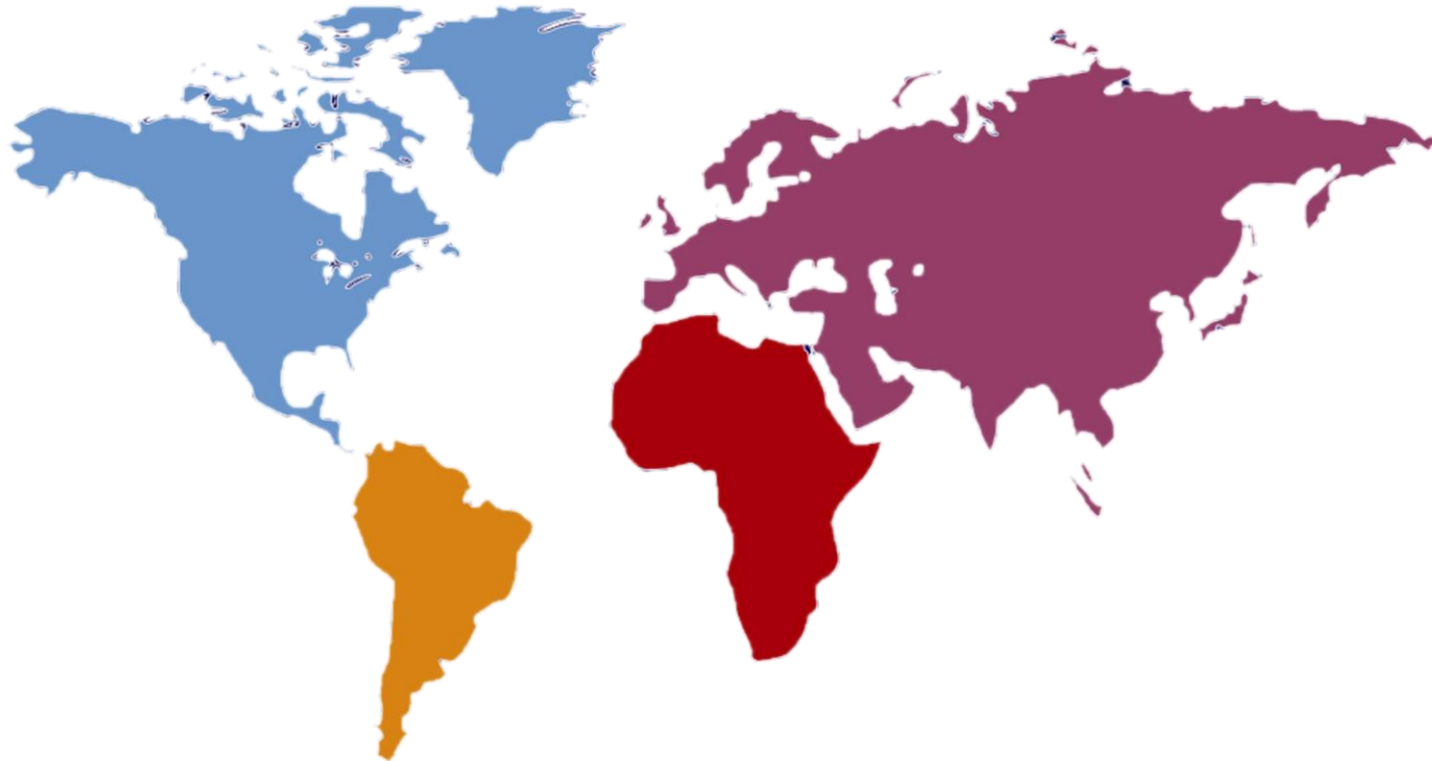
goal: to be in priority, be an ideal
people would like to be
like, would love and support



Try it...

We tested the solution for you with successful track records.

And have developed a machine learning tool that opens up a possibility to determine the main unconditioned reflex and personality of your opponents in negotiations.



15+ YEARS

4 CONTINENTS

25 COUNTRIES

4 RACES

3 GENERATIONS

10 MLN WORDS



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