

A close-up photograph of Donald Trump's face as he speaks into a black microphone. He has a serious expression, looking slightly to the left. The background is a soft-focus red.

THE HELP IN COMMUNICATION WITH MR. DONALD TRUMP

using new behavioral science and tech

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BODY LEVEL

The most active body system of Mr. Donald Trump is the hormonal / sensing / reactive body system, the main purpose of which is to push its carrier to **win in competitions**, the more the better. This system is closely connected with pleasures – targets and prizes of competitions should be exciting and a fight (thanks to such hormones like adrenaline) is an enjoyment per se. This system forces its carrier to want a target and to expect pleasure to fight. An example from nature: two rams ready to fight for an ewe.

BEHAVIORAL LEVEL

Therefore, the ultimate goal of Mr. D. Trump is **success**, sex appeal, popularity – his unconscious unconditioned reflex. The moment he has popularity and success, he's already got what he wants and has no reason to give others what they want in return. Moreover, by irritating others, not giving what others want, he forces them to fight and this makes him even more popular. And he can expect to receive more pleasures and gains from all of them. To fight is what he wants, it makes him popular.

People with the active reactive body system, 'fighters', are for good reason not too clever – otherwise they would predict the pain of a fight. They are rather brave, assertive, competing, entertaining, irritating, just not to allow anyone to win over them, to be better. They become successful by pressure, by excitement, being precise and focused on reaching an **exact aim** within each short period of time.

How the hormonal / sensing / reactive body system works : it makes Mr. Trump very **sensitive** – his extremely developed physical senses allow to smell, see, touch, hear the subtlest hints and to react to any opportunity when it's possible to win over someone and get pleasure, then his body produces hormones for him to be excited and reach the set target. Those hormones don't last long, twenty-four hours max. So if he is no longer irritated by something external, he can simply forget about the exciting target, he is very **moment-oriented**.

But most of the time he manages to provoke, excite, seduce, or irritate others (e.g. promising and not giving them what they want, or trying to take what they have), so in the end those people fight back, stimulating his hormones further, not allowing them to dissolve. And having his hormones excited, he wants to win by any means. It's not about truth or justice – it's about **passion**.

His logic is **descriptive**. In mind, he naturally describes to himself possible pleasures from fights, wins, leisure for being excited to get them. Until he wins, he feels irritation. Irritation from not being able to win, from being seduced and not given, from not being able to have what competitors have, from not being able to be more successful than someone. Bigger and bigger aims, more and more.

And his approach to communicating with people is the same. He seduces, describing targets and expectations, not necessarily realistic. His topics are wealth, success, popularity, joy, paradise on earth. He will describe pleasures and possible achievements; he will seduce and excite with very brave and ambitious aims; he will exaggerate and hint; he will play irritation and power, or a nice simple guy handing out compliments, or an honest guy, while saying the exact opposite of the truth; he will show everyone his popularity and success, gathering people around him by any good or bad means; he likes to be in a crowd where there is a greater chance to succeed. His main objective in communication is **conversion** – people should start delivering what he wants, giving him what he wants.

HOW TO COMMUNICATE

Of course, the simplest way is to play his game back and forth. In communication with Mr. Trump, the same logic will be well-accepted, because that's how his mind functions – **enticing**, playing, describing opportunities, success, popularity, gains, pleasures, fun, just to get people to enter the game. Talking about topics connected with success – business, games, competitions, family, pleasures, achievements – and with popularity – media, publicity, events, gatherings, celebrations, topics everyone is talking about. So King Charles, seducing by amazing state visit if it never happens, is maybe the cleverest man in the room.

Have in mind, though, that Mr. Trump instinctively wants achievements and wins. He will never stop and will **seize any opportunity** for new success. Being always pleasant with him, satisfying what he wants is to 'feed the dragon' – he will only grow and want for more.

The more complex strategy is to overcome without fighting.

First of all, evade being an impediment. People with the active hormonal / sensing / reactive body system are **narrowly focused** on themselves – their body is constantly checking whether what it senses is pleasant or not. These people are entirely focused on their own current success in achieving pleasures. If they want something or their success depends on this thing, and someone stands in their way to it, they may become very aggressive, revengeful, destructive, they will want to remove anyone from their path at any cost – their excited hormones make these people **fixate** on reaching what they want until they have it.

But these people have weaknesses. He cannot allow anyone else to be more successful, but he is very **easily tempted** if someone describes to him new pleasant things, provides entertainment and fun, sets greater targets, supports his success or makes him popular. With such people, who show bigger pleasures and targets, he wants to be in touch. He is **reactive**, he cannot invent his targets.

Another weakness – his hormonal /sensing / reactive body system gives him the excitement and boldness to fight and win. But it gives it for a very limited time and only for this purpose. For the rest of the time, it makes these people very sensitive in a negative way as well – they cannot stand even a little displeasure or constraints. They would rather die than have a small callus. He can fight like a lion, but cannot wait in an unpleasant or modest environment. If you want to calm his hormones down, make him **wait or have barriers** to sensing a situation.

Or create an **unpleasant** environment around him. He will surely endure any struggle if he feels that the people around him still want what he has. But if he is surrounded by open indifference or if the surrounding people surpass him in popularity and success, he will change his narratives and connections. You can also make his expectations about his targets less pleasant. Mr. Trump's body excites hormones only when he describes his targets to himself as the most enjoyable and successful targets in the world, the ones that everyone will want, so if he gets them and owns them, he will also be wished for. Once he grasps that the targets are not so desirable and amazing for other people, and people have not a very high opinion of them, he will get rid of them and switch to other targets.

And he is afraid to lose. He will either avoid stronger opponents or will try to flatter, praise, satisfy them or will try to find common interests to make them **partners**. He wants to share risks with lots of partners who can cover him with their success, hiding behind them, their initiatives, wishes, and betraying them when needed. He wants to shift all the risks and responsibility for his unsucces onto the people around in order to save his skin staying popular and successful in the perception of people in case of failure. He will accuse, blame, show in a bad light to pass responsibility for his possible loss. Control this and play on his success to stop it. If you control his success, he figuratively 'can bark but cannot bite'.

He's strong in fights and victories by irritating and provoking people. Don't play his game, but share his risks of failure, be physically pleasant, and give him a choice of options on your own terms, describing them through his sensations. He likes to **choose**.

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