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A close-up, slightly blurred portrait of Volodymyr Zelenskyy, showing his eyes, nose, and a portion of his beard. He has a neutral to slightly weary expression.

INSIGHTS INTO COMMUNICATION WITH MR. VOLODYMYR ZELENSKYY

based on new behavioral science and tech

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BODY LEVEL

The most active body system of Mr. Zelenskyy is informational / solutions / safety system, responsible for its carrier's survival, long life, and peace of mind. The main purpose of this body system is to keep its carrier safe and alive. It uses the information stored in DNA as well as forces to collect new knowledge, solutions, resources and make decisions for its carrier to **be protected and provided**, survive and live a stable calm life, regardless of the circumstances. An example from nature: animals hiding reserves of food when they have enough.

BEHAVIORAL LEVEL

Survival, security, resources is the goal of people with an active safety body system, their dominant unconditioned reflex. The priorities of Mr. Zelenskyy, natural to his mind, are to protect himself and to collect and allocate resources to protect himself. The mind of these people naturally tries to find, acquire, and save resources, even not needed at the time. That's how they build their security. As resources their mind perceives everything – finances, information, laws, people, weapons, tools. And this is at such an unconscious deep level that it's very hard for this mind to separate where his own reflex of acquiring resources is and where the real other people's social needs are.

The main mechanism of the body to prompt survival is **fear** – fear of death, fear of danger, fear of harm. Mr. Zelenskyy has been afraid of being killed since he was elected. People with the active safety system are more than others afraid to be dead, killed, punished, hurt. They try to be good to everyone who can harm them, and can agree to a lot for not being deprived of sources of income. When fear rises, they try to protect themselves often obtaining resources by any means, sometimes risky. Forcing themselves into greater fear. And the greater fear they have, the bigger scheme, implying even more resources, they invent to protect themselves.

This type of mind naturally tends to build around himself a **hierarchy**, to lead in a hierarchy – a hierarchy protects him. Most of the time he builds it by being truly clever and knowledgeable, bringing solutions and decisions that benefit those who are led by him. But when there is danger, he exposes those lower in the hierarchy in order to protect himself. He likes to appear good to everyone in order to stay safe. But where would Mr. Zelenskyy be safer than behind kilometers of the front line and thousands of army?

These people lead by respect, demanding complete submission – they are afraid to be challenged in their **status and authority**. And to maintain such a top position in a hierarchy, they continuously prove their usefulness to those they lead, especially by sharing resources and protection. To secure a top position in a hierarchy, they work hard non-stop to show they are truly smarter, making decisions, finding solutions, providing innovation and inventions to other people. And therefore people protect such leaders naturally, without being forced. But that doesn't mean these leaders don't make decisions in light of their goals to stay on top. Would Mr. Zelenskyy have such an unquestioned status in Ukraine, keeping all eyes on his ability to obtain Western aid, if there had been no war at all, if he'd negotiated demands of Russia before the war?

Most of the time people with the active safety system build their own protection and access to resources by satisfying **someone's needs** and resolving problems. Would Mr. Zelenskyy be so high in the hierarchy if he did not embody the guarantee of security for Europe and the Western world? Or if he had not legalized in Ukraine the marijuana business? His mind would naturally invent a scheme where he would be needed and protected, and where he would have access to allocating as big resources as possible.

HOW TO COMMUNICATE

There are two interdependent communication problems here. The first occurs when this mind loses his position in a hierarchy. If there is no war, Mr. Zelenskyy is no longer a global leader, he is a Ukrainian leader. Which is not the same. He will try to find a new need to satisfy on a global level. Or will try to **create a problem** that he can resolve. And the second one occurs if you are a resource of any kind – if you have property, abilities, position, budgets – this mind will try to establish a hierarchy over you, to lead you and direct you. For instance, if you make decisions about security budgets.

When this mind loses the protection of hierarchy, fear turns into panic, and the mind tries to establish **total control** – to lead anyone and try to make decisions for everyone. But these decisions will be wrong. In a panic, the brain is physically overwhelmed, chaotically searching for solutions. It doesn't allow to structure, listen and understand information correctly, conclusions will not be correct. Even if in a panic such a brain manages to lead and subjugate others, they will pay for his decisions with their money, resources, benefits, time, lives.

This mind has **predictive logic** and in a panic expects the worst. These people start threatening others in many hidden ways and start pressing their leadership position on others, often by expressing disrespect. They ask questions, express needs, demand the satisfaction of interests. They ask for information, knowledge, awareness of the current situation, as if they are the only ones making decisions. They demonstrate problems. But they never give unbiased good-for-all solutions.

Keep your authority in the hierarchy, not giving in to this panic. If Mr. Zelenskyy is searching for a need to satisfy, let him do it himself. Calm this mind down by being quiet, rational, explaining that he is safe in

all probable scenarios. This mind has a **broad external focus** to track all possible dangers and to search for possible new needs to satisfy. This means that at some point he can turn his back on you, hiding behind someone else or agreeing to others' terms in exchange for income – people in a panic can take sides with anyone. Also in a panic there may be decisions 'to get rid of problems', where you can be marked as 'a problem' as well. Take this into account too, propose his safety on your terms, ensuring he doesn't breach your own security. And even if he would prefer to discuss everything in silence, behind the curtain, act as if you are in a brightest spotlight, preserving evidence of what was said.

If you are a resource of any kind, expect some sort of pressure and dictatorship. People with the active safety system don't give up the attempts to lead until they are well protected. Their mind tries to establish control over information, people, laws, budgets. Mr. Zelenskyy has to find a new way to be useful for others in order to protect his safety. He can be cold and closed, not revealing the situation and circumstances. He can be threatening and harsh, imposing his decisions while not explaining them. Now that Mr. Zelenskyy is losing his position as a global leader, he has to show more than ever that he is in need. He'll ask for new resources, threatening with new problems. You can offer him not resources, but instead you can offer him a position suggesting **peace of mind**. His mind will prefer peace of mind to everything else.

Mr. Zelenskyy will want to stay in the position of embodying the guarantee of Europe's security at other people's expense. And he is interested to **find** a new stream of resources. Don't put him above you in the hierarchy, separate where his interests and where Europe's needs are, and control resources ensuring they are really needed regardless of any threats.

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