

A close-up, profile photograph of Vladimir Putin's face, showing his forehead, eyes, nose, and ear. He has a serious expression. The background is dark and out of focus.

# INSIGHTS INTO BEHAVIOR OF MR. VLADIMIR PUTIN

using new behavioral science and tech

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### BODY LEVEL

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The most active body system of Mr. Vladimir Putin is the informational / safety / solutions body system, the main purpose of which is to keep its carrier safe and alive. It uses all available information, including data from DNA, to force its carrier to draw conclusions and find solutions on how to **secure himself**. An example from nature – animals hiding reserves of food when they have enough.

### BEHAVIORAL LEVEL

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The main unconditioned reflex of these people is the reflex of survival, security and resources for securing and providing themselves. Their mind is rational, cold, sober, they think in terms of needs and structures. Usually, they create a **structure** to obtain resources. And the whole country has been built by Mr. Putin as a single structure under him. The single structure with one concern, that if they do not have the external source of resources, the income from their natural resources, for instance from their oil and gas, they won't survive.

The problem with these people is that they do not know how to compete in open competitions. They are stuck within their rigid structure and are completely uncompetitive in the outside world. They are cautious, they are not fighters, they obey commands. From this arose slavery and lies. Their big challenge is **veracity**. The structure of power is ineffective in the sense that it has no goal; it just collects resources from people, companies, the outside world and distributes these resources within the structure. They are slaves to their own structure, being obliged to maintain the existence of the structure in place to ensure they are safe and provided. And in the entire country there is no person, including the top Mr. Putin, who shouldn't obey. Therefore, they have to lie, supporting the members of the structure, allowing them not to compete in fair free competition when they have to. The fact of being uncompetitive forces them to resort to illusions and lies.

People like Mr. Putin act out of their natural caution and fear. To collect their resources, they either invest or intimidate. These people either accept someone into their structure, for instance, by supporting his better position or election campaign, or create pressure, fears, restrictions for those who do not want to or cannot be within their structure and resources sharing. If Mr. Putin supported

someone's party or election campaign, for him it was a rational act, an **investment**, he paid for someone to help him with the flow of resources.

They hope they can buy someone by sharing property, **resources**, and, by their logic, those people will stick to them and follow their directions. If Mr. Putin supported Mr. Trump's campaign, he wants his financial and resource interests back, he does not want to continue supporting Mr. Trump's winning. He does not understand negotiations when he's already made an investment. He does not understand someone's issues of popularity and publicity when his money and financial interests are at stake. He does not compete. He has already paid for the West to be more favorable to the East.

People like Mr. Putin are naturally talented at commanding armies, in technologies, weapons, information, in informational wars through threats and fears, in obtaining information, always striving for **awareness**. When Mr. Putin realizes that instead of getting the return on investment, he is being placed in competition between Russia and Ukraine for the US to get a better deal in trade negotiations, he will change his attitude very quickly. These people are always cautious, frightened and suspicious. Mr. Putin is afraid, his predominant negative trait is fear.

## HOW TO COMMUNICATE

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The US wanted to win Russia away from China. Russia wanted to buy peace on their own terms, regaining their global competitiveness by default as the largest country in the world, threatening with their weight and power. People like Mr. Putin want to be heard, listened to, they want to be at the top of the global hierarchy. He wants to make the world's decisions, and now he makes those decisions through wars, showing who is boss. They want **respect** on a global level, they want to be reckoned with. Even without being able to propose anything realistic.

People like Mr. Putin think in terms of **the globe**, eternity, the universe, not seeking immediate gain. He can force people to endure wars, poverty and hunger just for the idea of being on top. He can spread the ideals of Russia leading the world, the world's decisions, and the country's power structure will support him. They don't want to die, but maintaining their structure and sharing resources from the top down is so far the only way for this huge, cold country without any normal infrastructure to survive.

Technically, they do not need additional territory – unless Mr. Putin bows to the ambitions of his Asian friends – they have their own. But a natural instinct for **security** and survival forces Mr. Putin to create a buffer zone around his country, around himself, a wall to hide behind, a wall of respect, a wall that would guarantee the country's security and an unchanging structure, a wall against other ideologies from other countries.

At the end of the day, Mr. Putin personally wants peace of mind and no danger. And this may result in the idea of investing, paying for total **control**, supporting other countries' powers and governments that can be controllable so he would have no threat. He hoped to control the US. Obviously, with such intentions, he cannot say everything openly and has to play behind-the-scenes games.

Also following his natural personal strategy, Mr. Putin will seek solutions and ways to **avoid threats**, all of them. So he will look for means to be cleared of war crimes charges, to return frozen funds, to lift economic sanctions, while helping Asia in its trade wars. You can understand all these intentions, but block them from influencing other countries, countries that are going to stay globally competitive instead of being drawn into the Russian still structure without freedom to compete.

For doing this, you can influence him with illusions from your side. Paradoxically, liars believe in lies and illusions very easily – they think they are the only liars in the room. They will more likely tend to be suspicious of your truth and information delivered seriously and backed up by insightful facts, rather than reject a light and not too complicated presentation that seems harmless, safe and **simple**.

The second, despite the fact that Mr. Putin and Russia will spread illusions, pursuing their objectives and tasks, there is no sense in punishing or intimidating him – he is quite resistant to this and will just hide behind the world-leading image. But you can block him from spreading their illusions and influence beyond their country by making him and his resources even more **uncompetitive**, showing that in reality they have no value, and have more cons than pros – pressing upon his natural weakest point.

You can undermine his **leadership** position. Show that he no longer has control over the situation or has no control over the allocation of resources – his resources, Russia's resources and resources outside the country. It's possible to present him as unneeded and powerless – a big blow for both Mr. Putin and Russia, where almost everything depends on the authority of this man.

Mr. Putin acts as if he can impose their non-compete rule on a competitive world. His promises of profits and his haughty image have no reasonable basis, they are an illusion. Nevertheless, he does it because he understands that there is no other way, they have no choice. They fight for the resources for and the security of their structure. He can voluntarily return Ukrainian lands only if such security is guaranteed. What you can do, you can play on their soft power. In fact, what Mr. Putin leads is a poor, empty, dysfunctional, wrecked country. And every country, which will be under Russian influence or Russian power, has a good chance of becoming like that. So anyone who follows the advice of Mr. Putin should fully understand this. Spread the word about this among 'friends of Russia'. Mr. Putin has a naturally **broad external focus**, he is quite sensitive to external respect, so this might work to put pressure on.

## FOR MORE INFORMATION

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