



The Secret of the Mirror Neuron

A key factor to being a *Ninja Communicator* is understanding the secrets of the *Mirror Neuron*. Let us take a few moments to explain what it is.

Fairly recent research has discovered a special class of brain cells that fire up when they observe another person performing an action. Notice how a baby reacts when someone smiles; it tends to smile back. Or have you ever been in a room where one person yawns and suddenly several other people begin yawning. Now does that mean that a smile or a yawn is contagious? Well, yes, in a manner of speaking. The mirror neuron causes

humans and some animals to mimic behaviors that they are observing. This same system also allows us to decode facial expressions whether we are observing a specific expression or making it ourselves. This research has determined the better we are at interpreting facial expressions the more active our mirror neuron system.

These findings show that the mirror neuron plays a key role in our ability to empathize and socialize with others because we are communicating our emotions *through* our facial expressions. The research further showed that people with autism or other conditions such as Asperger's syndrome tend to have a dysfunctional mirror neuron system and are limited or unable to decode social cues that help in day-to-day interaction.*

Have you ever met a person that just doesn't seem to have any "social intelligence"? They are completely oblivious to the non-verbal cues that others communicate? If you've seen this and thought to yourself, that person doesn't have a clue; it might be because they have a defective mirror neuron system. This research gives us great insight in the field of communication. Because in effect, we are all neurologically connected since our behaviors are mirrored by these special cells. A metaphor we can apply to understand this using modern technology is that we are all *wirelessly connected (Wi-Fi)*. If you work in an office, you may find that if the boss walks in and he's in a bad mood that mood quickly spreads throughout the office, or the opposite could also be true. Have you ever noticed the general attitude in the office on a Friday versus a Monday? This gives greater importance to maintaining a positive disposition at all times which will be mirrored by those around you due to this neurological Wi-Fi. So, let's now discuss how we use the mirror neuron to influence others.

When speaking one-on-one you may want to try the mirroring technique. Here's how it works. You assume the general posture and body language of the person you are speaking with,

particularly while you're listening. Then as you begin speaking, change your body language and watch if they mirror your behavior. For example, do they cross their legs towards you, do they begin to lean into you, are they showing smiles or nodding empathetically? These "tells" give you a clear indication as to whether or not you are influencing that person.

This is a Small sample of what is contained in this Powerful Chapter. Are you ready to unlock the Keys to Influence and learn the Secrets to help you to read the minds of almost anyone you get in front of?

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