

From the beginning of human history to the beginning of the 20th century, "charisma" has had almost the same meaning; A kind of spiritual attraction and glory. It is usually explained in books that Christian theologians started discussing spiritual charisma in the first century. But the fact is that whenever there was an opportunity, the kings tried to come under the umbrella of religion and religious beliefs and introduced themselves as the light of the heavens and the earth or the representative of God on earth. Probably, this point has caused the word "Farahmandi" to be chosen as the Persian equivalent of "charisma" (Farah Izadi and...). This kind of view of charisma continued until the end of the 19th century and the beginning of the 20th century, and few people thought about the scientific definition of charisma.



Dr Abouzar Shahpari, DBA graduate and PhD graduate of civil engineer.



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Abouzar Shahpari

Charisma Rules Reference Book

The rules of charisma
Influence and attraction skills

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Cover image: www.ingimage.com

Publisher:

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Dodo Books Indian Ocean Ltd. and OmniScriptum S.R.L publishing group

120 High Road, East Finchley, London, N2 9ED, United Kingdom
Str. Armeneasca 28/1, office 1, Chisinau MD-2012, Republic of Moldova,
Europe

Printed at: see last page

ISBN: 978-620-7-46528-6

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Charisma Rules Reference Book

The rules of charisma

Influence and attraction skills

40 laws of charisma + 10 laws of expression and rhetoric



Author:

Dr. Abozar Shahpari



Author's words

You try hard in your life to be seen better and to become more popular among those around you, you do things that cause growth and transformation in your life so that you can influence others and those around you, but sometimes with all these efforts you are sometimes ignored .

What is the reason that others do not want to be influenced by you?

Have you ever wondered how people can influence others without even trying?

This happens because of the power of charisma.

Charisma has two parts:

Part of charisma is inherent in human existence, and the other part of charisma is a motivational and educational skill that is necessary for life, and if you want, you can influence others by using and strengthening it.

Our goal is to introduce ways to achieve your leadership power and influence others.

I am Abozar Shahpari, who considers one of the most important factors of a manager's success to be his charisma in terms of motivating and influencing others, I have spent a lot of time studying and doing scientific and practical research and the results of practical research and studies and scientific compilations and mental reflections and scientific learning for the first time in Iran, in the form of the most comprehensive and complete book of leadership power, influence, influence and attraction

skills, under the title "Charismatic Laws Reference Book", I provide you with training so that you can control the power of charisma.

Abozar Shahpari

Sit with someone who knows your heart,
go under that tree, which has fresh flowers

"Hafez shirazi"

In this market of perfumers,dont go everywhere, the unemployed, sit in the shop of someone who has sugar in the shop

"Maulana Jalaluddin Mohammad Balkhi"

Presented to:

Rulers, leaders and great managers of the world - youth, future makers and futurists of the world - all friends and loved ones who are looking for charisma.

Presented to:

Kind angels to whom I owe the pure moments of belief, joy and pride, courage to desire, the greatness of reaching, love and kindness and all the unique and beautiful experiences of my life.

Presented to:

The hopers of my life; Their comfort is my comfort.

Your friend - Abozar Shahpari

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First season

Charismatic rule

Charismatic concept:

From the beginning of human history to the beginning of the 20th century, "charisma" has had almost the same meaning; A kind of spiritual attraction and glory. It is usually explained in books that Christian theologians started discussing spiritual charisma in the first century. But the fact is that whenever there was an opportunity, the kings tried to come under the umbrella of religion and religious beliefs and introduced themselves as the light of the heavens and the earth or the representative of God on earth. Probably, this point has caused the word "Farahmandi" to be chosen as the Persian equivalent of "charisma" (Farah Izadi and...).

This kind of view of charisma continued until the end of the 19th century and the beginning of the 20th century, and few people thought about the scientific definition of charisma.

Charisma from the perspective of sociology and political science:

For more than a century, sociologists and political science theorists have shown a special interest in charisma and charismatic leaders. This interest is completely understandable. With a simple review of history and examination of great leaders, we see those who did not have much formal power (for example, Gandhi and

Mandela); But with their personal attraction and influence in others, they have been able to create great social changes and influential social and political movements. In addition, we see leaders and politicians who surprisingly take a large part of the population with them and make them do crazy and incomprehensible things (Hitler and Stalin, for example). It is natural for sociologists and political theorists to investigate the source of power and legitimacy of this type of charismatic people and see what behaviors and characteristics make such people gain such a huge capacity to change social and political structures! Among this spectrum (sociologists and political science theorists), the first person who talked about charisma was Max Weber (early 20th century). Max Weber gave a speech about the career of politics, which was published later in the form of an essay named Politics as a Vocation. In that essay, he explains that there are three sources of power for the legitimacy of dominating others:

- Dominance and authority based on tradition
- Dominance and authority based on charisma
- Dominance and authority based on law

We recognize dominance based on tradition: he is the head of the tribe or he is the sultan. The tribe has always had a chief. The country has always had a Sultan. So now he must be above us.

We also understand rule based on law: by law, he is now the president or the prime minister or the elected CEO of the board. I must obey him, because the law supports him, and if I don't pay attention to his words and preferences, I must be answerable to the law (obedience for the sake of the law).

But what is important for us in Weber's words is the mastery based on charisma: he is the hero. He has a lot of self-confidence. He is more capable than me, superior to me, and has special talents beyond the human norm. There is a gift in him that is not in me and I have to accept his word or it is better to follow the path he suggests to reach the goal.

Charisma:

Note that Weber defines charisma from the perspective of people (as observers). In terms of Weber's point of view, when we say that a gentleman or lady has charisma, we need to say for whom and from whose point of view he has charisma?

Weber also points out that we find the oldest historical examples of charisma in religious leaders and also points out that an important part of the charismatic person's relationship with his followers and fans is emotional.

Emotions that are usually rooted in fear and hope. He also pays attention to the role of social conditions. For example, it is more likely that charismatic leaders will emerge in times of social crisis.

Still, the definition of charisma in social sciences and among sociologists is more or less close to Weber's definition.

Charisma in psychology:

After sociologists, in the middle of the 20th century, psychologists went to charisma. A significant part of the studies and theories of charisma that we read and learn now have been proposed by psychologists.

Psychologists have paid more attention to the characteristics of charismatic people and the influence of environmental conditions on the formation of charisma.

For example, they have researched the question of whether being charismatic is an acquired

characteristic (result of learning and effort and practice) or whether other characteristics (from genetic inheritance or environmental crises) create charisma? Since the topic of the relationship between people is attractive to psychologists, we often see this question in psychology articles, "what is the relationship between the audience and the followers with the charismatic person?" For example, based on what criteria do they evaluate charisma and under what conditions do they decide to resist or follow a charismatic person?

As you know, there are different approaches in psychology and the supporters of each approach use a different view to analyze the phenomena.

Some Freudian psychologists believe that people look at charismatic people, like a child looks at his parents. After people become aware of their weakness, they look for charismatic people and try to find in them the characteristics that can cover their gaps and weaknesses. Sometimes we hear from these psychologists that even a different accent or clothing, and in general, any difference or ambiguity that makes a charismatic person appear more distant or higher than ordinary people, can increase the belief in a person's charisma.

Charismatic personality:

There have been and are other psychologists who examine charisma based on the trait approach. They are focused on the question that "is there a set of personality traits that we can say that charismatic people benefit from, and anyone

who benefits from these traits can become a charismatic leader?"

The analysis of charisma from the perspective of psychology has always been attractive and still various books and articles are published in the field of psychology of charisma.

Charisma in organizational management and leadership:

The discussion of charisma was not limited to the realm of religion, psychology and sociology, and in the last decades of the 20th century, it was extended to the world of management.

Managers and entrepreneurs came to the conclusion that they also need such attraction and authority. It seemed that the power gained by relying on the organizational chart was not enough to motivate the employees. A manager may be able to rely on official power to force employees to work better during official hours, but he cannot give them enough energy and motivation to go beyond the scope of their official duties and job description.

For this reason, this question was formed in the minds of managers, how to be a charismatic manager? And naturally, in response to this question (which had created new audiences and customers for the topic of charisma), the discussion of charisma and its sub-branches (increasing charisma, charismatic behaviors, charisma for transformational leadership, etc.) quickly found its place in management books and Open organizational behavior. Theorists of management established this idea that we are not supposed to look for charismatic leaders only in social and political spaces. A manager can take on the role of a charismatic leader within his organization and business.

Charisma in the age of media and social networks:

From a few centuries ago to a few decades ago, fame could, to some extent, automatically bring with it charisma. Suppose you are in the 18th century and you live in Europe. Suddenly you see that "Voltaire" has come to the restaurant where you are sitting. The fact that such a famous person is sitting at the table next to you creates a kind of strain. Your attention is drawn to him and you follow his behavior. Usually, fame is the result of merit or power, and these could create a kind of attraction and attraction. In the 20th century, art and acting were added to the previous ways of gaining fame.

An interesting thing happened in the digital era and the age of social networks. Fame was democratized and made available to those who in the past usually had no share of it. There were shortcuts to becoming a celebrity and influencer (even easier than the bumpy road of art and acting). Easier access to fame made fame not attractive by itself, and now the question arose, what should a celebrity or influencer do to increase charisma and how should he behave? This is how Karisma knowledge found new customers again and was placed next to topics such as personal branding.

A large part of digital charisma topics is almost a repetition of the classic charisma topics; But there have also been those who have said new things in the field of charisma in social networks and online space and have added things to the already existing discussions.

Charisma from the perspective of ethics:

Charisma is a type of power and like any other power it can be used in a moral, anti-moral or immoral way. As "Richard Perloff" says: "Charisma is as useful to Hitler as it is to Martin Luther King, and as much as Gandhi uses

charisma, Bin Laden uses it." ». So it is natural that experts and thinkers of ethics are interested in the subject of charisma and examine the moral aspects of charisma. In recent years, interest in the discussion of ethics in the use of charisma has increased and it is discussed from different angles; From charisma in the service of social constructive movements to the charisma of fascist leaders to the use of charisma in fraud. Terry Price¹ considered one of the prominent people in the field of leadership ethics and charisma.

Defining charisma from another perspective and drawing conclusions from the aforementioned definitions:

As you have seen above, we can provide many definitions for charisma, here are some other definitions of charisma: When we hear the word "charisma" we don't know what to think or talk about? Charisma is not an individual passion or personality trait, but can be graded as a collection or anything else. When you meet a charismatic person, you can easily recognize his personality among others. Such people are easy to recognize. Sometimes it's hard to figure out what makes a person charismatic, but you can have mixed feelings about the strength of charisma. Meanwhile, you can completely feel the feeling of satisfaction and satisfaction; A feeling of peace that does not bother any of your audience and easily brings credibility and peace to those around you.

The word "charisma" is derived from a Greek goddess named "Karis". Kariz's character was very beautiful and benevolent.

¹ Terry Price

What are other definitions of charisma?

- ✓ Charisma is a pure feeling of the heart. If the speaker has no feelings, he cannot convey anything to others. To apply charisma, the speaker must be in the purest possible state. Charisma is a completely sincere and valuable transfer of energy from one person to another.
- ✓ A type of behavioral characteristic that exists among leading people and leaders that others have great devotion to.
- ✓ Charisma is the ability to positively influence others through physical, emotional and mental communication.
- ✓ Charisma is the ability to make others feel supported and influenced by your way of thinking and a kind of inspiration to achieve your goals in life.
- ✓ Charisma is the ability to influence others to do what you want and actually to motivate others to do what you want.
- ✓ If there is one skill or tool in every person that will provide you the path of success and promotion of positive actions in life as soon as possible, it is the skill of charisma.
- ✓ Charisma is an essential life skill that affects every aspect of your life. Your career, your relationships, your ability to influence others, and even your income can all boil down to your charismatic ability.
- ✓ Many people attribute the success of others to luck, but when your charismatic power is high, you can definitely be a lucky person.
- ✓ When you achieve success in life, this success can subconsciously influence people to the extent that they

do whatever you want or like and use you as their role model. This success is also the power of charisma.

- ✓ Your type of positive performance and achieving positive results and your success in managing; So that the satisfaction of the people around you, the employees or the people you are the leader of, means you are a person of charisma.
- ✓ Charisma is the power to influence others to believe and trust you so that you can influence, charm and motivate others. You motivate others and help them to evaluate their future according to your kind of vision. They are energized by your enthusiasm and motivation and successes and are attracted to your charismatic power.
- ✓ And in my opinion, charisma can be summed up in two words:

Charisma is the power of attraction:

Charisma, like attractiveness, has a neutral characteristic and whether it is good or bad depends on you.

Be charismatic, but use it in the right way.

You can find many people throughout history who have used the charismatic trait in good or bad ways. For example, people like Adolf Hitler, Charles Manson and Benito Mussolini had charismatic skills but unfortunately used them for unprincipled issues.

What is the difference between different uses of charisma in appropriate or inappropriate ways?

Serving others or abusing others, attracting people by observing ethics or attracting people by not observing ethics, logic or illogical, enriching yourself and those around you or abusing the wealth of others, helping

yourself and those around you grow or abusing the growth of others and many other things. o

- * You can influence and control others by using your attitude, optimism, and energy, and thus you are a source of strength and inspiration to others.
- * Strengthening your charismatic skills will put you in an exceptional position for influence and success.
- * Charisma allows you to have a greater positive impact in your life.
- * Be sure that the main reason for success and penetration in others is having the power of charisma.

What does charisma do to you?

Imagine that from the moment you enter any group, people's attention is immediately drawn to you and everyone stares at you. How does it make you feel? the power? Pride? Honor? Self Confidence?

Yes, charisma makes you feel good and charismatic people have more interesting lives.

Charisma makes people like you, trust you, and want to follow you. It also changes you from being a follower to being a leader.

Professors who are admired and surrounded by the audience after the speech also have a charismatic personality. It's not magic, it's learned behavior.

In my opinion, a small and small part of being charismatic is innate and the rest is acquired.

Whenever a charismatic person is present somewhere, he can easily be an inspiration to others, attract others' attention, and the people present gather around him and listen to all the person's talk with enthusiasm and remember it. The presence of such people motivates and inspires the group (of course, having political and social

responsibilities is an exception in this case. If people gather around you because of your job conditions and political power in the group, this is not just charisma, unless you are a successful manager and People are attracted to you because of your love, trust and success). People feel very pleasant to be around them, to see and meet them. Your mind is always busy with the great challenge that charismatic people are movie stars, famous people, managers, politicians or even religious leaders. These people may have a little charisma and influence, but you can also increase this skill in yourself so that you can have more power than them.

Some people call charisma magic. Others see it as luck, but if you can develop this skill, you will become a charismatic leader.

The power of charisma makes others interested in you. Even if they don't know much about you, this trait will increase their trust in you.

Charisma gives you the power to dominate any situation or attract your audience and make people support you because of your attitude.

In today's world there is less trust among people. In such a situation, trust fades over time in big businesses, communities and governments. It seems that charisma is a very necessary and obligatory skill in today's world; Especially for leaders and rulers of countries.

In my opinion, one of the most important components for successful leaders and rulers of any country is their charisma.

The challenge we face is that most of us think we have charisma, but we don't. Even if people do something according to our wishes, it does not mean that we are charismatic or influential. For example, when a manager

asks his subordinates to do something, even if they pretend to do it, they are only doing it out of duty, and as a result, the appropriate result will be short-term. If you are a charismatic person, people will do what you want and help you in any situation. It is enough to be able to influence them in a short period of time through appropriate ways.

In this book, we teach you 40 charismatic laws. By reading this book, at the end of each rule, you can compare your personality with the rules of charisma and evaluate yourself, and at the end of the book, check your strengths and weaknesses, improve yourself, and improve your knowledge in this regard. Strengthen so that you can become an effective and charismatic person.
Don't forget to learn this science, you must first be honest with yourself; Second, he put aside his pride and saw his flaws and weaknesses, and third, he tried to remove it and learn this science.

If you are ready, let's start together.....

First rule: positive energy, avoid negativity

Be optimistic and turn problems and threats into opportunities with your positive energy.

Dr. Abozar Shahpari

The nature of positive energy is actually what we have a correct idea in our minds and thoughts; Such as light, kindness, love, patience, kindness to one's fellow man, etc., which are actually positive in nature..

Positive energy can flow to you from seeing a scene, hearing a sentence and reviewing a memory. Even with small events, you can fill your existence with positive energy. Sometimes after hearing a kind word, a smile appears on your lips, and this small smile makes your being full of positive energy..

Turning our thoughts and desires into reality and their implementation includes three stages:

- ✓ **The stage of wanting:** Wanting means to think about the dreams and things we want so that we can attract them in reality.
- ✓ **Response stage:** This stage is exactly the effect of the universe on the energies we send in the stage of wanting, for which we have not been able to find any specific algorithm so far..

- ✓ **receiving stage:** This stage is the stage of realizing our dreams and desires, which is examined by the universe and is attracted to us in a suitable period of time..

What is positive energy and negative energy?

In the continuation of the above discussion, I must say that as much as positive energy in life, negative energy is also influential in our imaginations and minds, and in fact, it is the point of our brain that we do not have a correct and logical image of. such as darkness and darkness, hatred, malice, meanness, impatience, meanness, selfishness, misplaced prejudice, despair and sadness, and most importantly, not loving; sometimes to the people around us, sometimes to the wife and children, sometimes to God, sometimes to the events and sometimes even to our true self, that all these factors that are negative in nature prove to us the effect of positive and negative energy in life.

Similarly, in this context, it should be said that using negative words, which we may use out of ignorance, is very destructive and disappointing and disrupts the occurrence of many positive events that we could cause by sending positive verbal frequencies to the universe. It is interesting to know that the influence of negative words in life and the universe is 17 times greater and more effective than positive words and frequencies!!!

That is, the effect of saying "I can't" once will be lost by saying "I can, I can handle it, I will do it in the best way" 17 times, which makes the importance of careful use of words and sentences in the presence of the universe always prominent has done. So let's review together: positive thoughts = positive events and negative thoughts = bad events.

What is the effect of positive energy in life?

Your thoughts and feelings make up your personality. How do you act in the world? How healthy are you physically, mentally and spiritually? How much positive energy are you sending to the universe? How much do you ask the universe for energy and positive events? And many other questions that you should answer and think about. You really are what you think you are and all the actions you do in life originate from your thoughts. Your inner thoughts are often and perhaps better said always reflected on the outside; Because the changes you make in your life will go according to the same changes that happened in your mind..

It can be said that every thought has a series of chemicals inside the brain that release that substance when we request it. Focusing on negative thoughts and events in life effectively and perceptibly reduces the positive energy of the brain and can have just as much of a dark effect on your brain as positive energy..

But on the other side of the coin is the positive energy in our life, which can give you examples such as cheerfulness, feeling happy, being optimistic about events and events, hope, etc., all of which are affected by the amount of positive energy absorption in your life. This can prove the role of positive energy in your life. This positive energy is also effective in people's married life, and this point makes it necessary to absorb positive energy in life more than ever, and not using the laws of attraction can have destructive and bad effects in your life. What does positive energy mean in the treatment of disease? Do you know the effect of positive energy in illness?

First, we want to have a simple and understandable definition of positive energy therapy so that from now on we can understand the nature of this title in life. So let me say that energy therapy is actually a method based on which people claim to dominate the universe and claim to provide the patient with these energies obtained through the power of the universe and try to treat the patient with the received positive energy. They have from the universe.

In fact, it is worth noting that energy therapy has no proven scientific basis. In this field, there are always profit seekers who claim to be in contact with the universe and get help from positive energy in the treatment of illness and know the effect of positive energy in illness and can treat your pain according to their knowledge. I request everyone that if they intend to do such a thing, they must use the existence of people who are experts in this field and so-called proven so as not to waste their time and money and not to doubt that the world is full of energy.

Positive energy in the universe:

Do you know how to send positive energy to the universe? What about the laws of positive energy and the sound universe? Have you read a book in the field of positive energy and the universe?

All the above questions can be answered in the way that the universe has three important and basic laws, if we follow them, we can learn to get positive energy from the universe, and it is not without grace that these three laws, which are very important and even in everyday life, can be learned. In it you are interactively learn:

Compensation law:

It can be said that in the universe, every event that happens to each person or blessing that is given to each person, now with any kind of intermediary, you must make compensation for the event that you received. If this compensation is not done, according to the same law that you have been blessed, something else will be taken from you under the title of compensation for the blessing..

So it can be said that every human being should act very intelligently and carefully in his life and carefully watch how to compensate the blessing given to him.

There is no specific rule written for how to compensate, and this compensation can be done in any way, from very big blessings to answering someone's smile with a smile!!! Some experts have likened this law to the law of karma.

It can be said with complete certainty that all creation and the universe are made of energy; Of course, except for God Almighty, who is not of any gender. Thoughts and in fact our mind is made of energy and each of us is just like a transmitter and a receiver of energy. Also, we should not forget this interesting point that we vibrate and emit certain energies with certain frequencies and place them in front of the universe..

The law of attraction is based on this fact that every energy, whether positive or negative, with every frequency that we emit and vibrate exactly, I repeat exactly and I repeat again exactly, we attract towards ourselves with the same intensity. We see its effect in our lives.

The example can be stated as, for example, by sending a frequency in the form of "Don't let me catch a certain

incurable disease" and start to fear and send the next frequencies with the same focus, you will automatically receive a signal about the same issue, and it is not unlikely that after a certain period of time, see yourself caught in the same disease and that's when you believe in the energy of the universe, it's too late!

Either way, the choice is yours to be constantly afraid, to worry, to be suspicious, to be fearful of the future, to worry about losing someone or something, or on the contrary, to believe in God and rely on Him without fear and with an always positive and lively energy in your life. Manage it in the best way and remove negative mindsets from your life forever. The decision is yours. Energies are very powerful. If you have positive energy, you will move towards growth and development, and if you have negative energy, you will move towards destruction. Negative energy keeps you away from the path of progress; It makes you frustrated, sad and depressed. When you are around a charismatic person, you not only feel their energy, but this energy is transferred to you. Many people have low energy and are not successful in influencing others. Such people also drain your energy.

When you enter a place, everyone in that place tries to get to know you. In this case, if you have energy and charisma, you will not only transmit it, but the energy in that place will increase according to the type of your presence. A tired mind always reflects negatively. In such a situation, you do not have the necessary efficiency and as a result, you cannot convey any charisma.

I try to schedule my important business meetings at the beginning of the day and even if possible, I don't schedule

my meetings in the afternoon; Because the body's energy is depleted and my mind is busy with work issues and problems, which lowers my effectiveness. So if you want to be charismatic, try to be energetic at all times and change your energy before the energy changes your path. Also, one of the success factors of every person in work and life is optimism and positive attitude.

How can you be an inspiration and role model for others and convey charisma when you are not optimistic?

How can you be charismatic if you see the glass as half empty in your work and everyday life, highlight the problems and are always whining hopelessly? Definitely, when you can't have a positive attitude and give positive energy to others, not only will people not be attracted to you, but they will also stay away from you.

Try to see everything beautifully.

For example: You have come across this topic a lot. When the weather is rainy, many people say that the weather is bad. Don't expect charisma from people who call beautiful rainy weather bad, because these people don't see beauty and can't convey it.

If you describe the rain as pleasant, you can enjoy walking in the rain, and if you describe it as bad weather, walking in the rain will be painful for you. Yes, your optimism can turn threats into opportunities.

Optimism tells you that problems are temporary and pessimism tells you that they are permanent. As an optimistic person, you attract people to yourself.

Your optimism can create a positive feeling and real hope in others and show you as an attractive and positive person, and this means charisma. You can have a unique

charisma with positive thinking and easily penetrate people's hearts.

As a charismatic person, you can control the negativity of others and encourage them to be optimistic and think about positive things. There are many ways in the world for this. Always look for solutions to the challenges you face. Try to avoid pessimistic people in life and keep pessimistic people and negative energy away from your life and try to take risks in life with a positive attitude. This procedure is very effective. In this case, when you face challenges, your flexibility increases and you automatically become more creative, motivated and adaptable. Increase your charisma by being optimistic and avoiding pessimism.

The second rule: to be cheerful, to be cheerful

Beauty is the beauty of the body, beauty is the beauty of the soul.

Dr. Abozar Shahpari

Tips for being kind to others:

Morality is a virtue that makes life sweeter for our own taste and that of others. The easiest way to be polite is to smile at others; Because by smiling, we convey a good feeling to others, and a good feeling flourishes inside us, which leads to good morals..

Being kind to others not only makes them respect you more, but also makes your day more beautiful; But it's not always easy to be polite, especially when we're not in a good mood or when we're dealing with someone who's hurting us. In order to be polite most of the time, we need to follow the solutions in this section.

Solutions for good manners with others:

Be polite:

Treat strangers as politely as your family; For example, don't occupy two seats alone on the bus, don't talk loudly on your cell phone, offer an empty seat to others..

Have short and positive conversations with others:

Talk about your other person's favorite topics, and if you just met him and you don't know him well and you don't

know about his interests, talk about the issues around you. Everyone likes people who are funny and make jokes. Some people mistakenly think that short conversations are pointless and just a waste of time; But these short conversations can be the foundation of deep connections in the future.

Smile and be funny:

Smiling is the easiest way to look good. Smiling makes the other person smile at you. Smiling in the worst mood makes you feel happier.

Sometimes you don't smile easily when you pass an acquaintance due to embarrassment, which makes them think you're cold or moody. Smiling is good for both yourself and others.

Compliment without hypocrisy; Not flattery:

Everyone likes compliments. So tell them about other people's positive qualities and praise them to make you seem like a good person..

But avoid over-definition; Because too much praise seems flattering. So be careful not to flatter, especially if it's your new friend or manager. Use a compliment to start a conversation by saying, "I like your shirt. Where did you buy it?"

Do not insult:

Swearing causes you to be known as a rude, violent and very bad-tempered person, and when people see your anger and swearing, they will receive your negative energy and stay away from you. So, before cursing, try to fight those curses with a smile.

Be kind even with small gestures:

You don't just have to be kind to the closest and dearest people around you; Also, be kind to strangers. For

example, when shoveling snow, shovel snow from the path of your elderly neighbor's car, let someone pass you in line..

By doing these things and taking the time to do them for strangers, one will feel appreciated and the good work will spread..

Help others:

Helping makes you feel good about yourself and good manners. One of the ways to be kind to others is to offer help to the elderly, children and adults; Because you may also need the help of others one day.

Do not judge the behavior and actions of others:

Don't judge people before you get to know them and assume they are good before you meet them and don't judge them until you have a reason for them not being good..

Don't judge people based on their appearance and see them for who they are. One way to be polite is to look at someone you don't know without judgment.

Thinking positive:

Think about the good parts of your life that are going well, not the parts that are just bothering you.

Review past successes:

Review past successes to push things forward and motivate yourself.

Doing religious affairs and worship:

To get rid of anxiety and depression, do religious things.

listening to music:

Listen to music to boost your mood and get rid of bad moods. This will make you happy, at least temporarily.

Treat yourself:

Indulgences and indulgences when you feel down, cause them to lift you up and make you feel special and special.

Volunteer in doing good deeds:

Doing voluntary work and working in charities makes us feel better.

Exercise:

Exercising changes a person's bad mood, increases energy and reduces pressure and stress.

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The third rule: to be well-dressed, to be well-groomed

Your clothing is the mask you put on your face.

Dr. Abozar Shahpari

Your behavior and dress in everyday life is different everywhere and in every group. For example, when you are in the company of your colleagues, you wear the same clothes and have the same behavior, when you are with your family, you wear the same clothes and behave the same way, when you go to the gym, go to the mountains, go to the swimming pool, the type of clothing and the type of behavior you have. The ratio of where you are in it is different and this is the mask you put on your face.

Humans put a special mask on their faces according to their placement in any place and in any group.

The way you dress anywhere and in any situation can be so beautiful and attractive that it makes you different and this difference increases your charisma.

Remember that a person with charisma will have the best coverage in any situation. Expensive and flashy clothes or different models are not the best cover. A person with charisma, while being simple, has a special beauty that makes him different.

Always dress in such a way that no one would be upset if others set you as their example, that is, a charismatic

person always observes moderation in the type of clothing, he neither wear open and bare clothes, nor very religious clothes. neither thick make-up is not a sign of attractiveness, nor it is sloppy and messy. A person with charisma does not imitate a certain style, model and clothing, but the right clothing, simplicity and cleanliness and choosing the right color scheme for the group in which he is, brings charm and this charm is charisma. You can use what you wear to convey a message to those around you. This works like wearing an office suit for meetings or uniforms in military areas or sportswear in the gym or any other type of clothing. It shows the type of coverage, your privileges, and your job class. When you are wearing the right uniform according to the situation you are in, know that you will influence others through your charisma before any conversation.

If you want to have charisma, at the same time, be well-dressed, neat, and fragrant.

Common features in dressing style design:

After examining the characteristics, we come to examine the style of charismatic people. The way charismatic men and women dress is unique. They pay attention to certain points when choosing clothes and dressing style. They know well that they should choose their clothes according to the environment in which they are present. You might imagine that charismatic people only wear formal clothes; But it is not. A charismatic person can dress casually or even smart casually and still look charismatic..

In general, charismatic people observe the following principles in style:

Neat clothes:

The clothes of these people are neat and stylish. They don't care if the clothes are trendy, it just needs to be stylish.

Respecting the symmetry and correctness of the clothing angles, the basic sewing pattern and matching all the clothing components with each other are the main characteristics of the style of charismatic people. Clean and neat clothes of these people is what attracts the audience's attention in the first place.

plain dressing:

Charismatic people usually dress modestly. They prefer simple and stylish models when choosing clothes. The reason is that visually, plain or unpatterned fabrics evoke order in the audience's mind..

Appropriate clothing for age:

What do charismatic people wear?

"Margaret Thatcher", the late British Prime Minister, one of the most charismatic politicians in the world, believes that the clothes of charismatic people are appropriate to their age.

This issue is more related to middle-aged women and men. They always dress for their age and situation and they don't care if they look younger by choosing certain clothes.

Pay special attention to the fabric of the clothes:

Charismatic people are sensitive to the material of clothes. They usually use strong and anti-wrinkle fabrics. Their clothes are of high quality and even expensive.

Interest in monochrome style:

Charismatics are very fond of monochrome style, especially black.

Charismatics are more interested in monochrome style. They often prefer to choose their clothes from one or two colors from the light or dark spectrum.

Use neutral colors in formal situations:

These people prefer neutral or neutral colors such as black, gray, white and navy for formal situations; because it gives them the necessary seriousness for such situations; However, behavior and manner of speaking are important. For example, if you see your boss in a pink and yellow jacket and shirt, you will not take his personality very seriously.

Matching colors in a principled way:

These guys know how to mix and match colors to create a monochrome color blocking style that still looks charismatic. If this combination is not in the clothes, it will appear in accessories, make-up, bag and shoe color.

To be fragrant:

If you've ever heard the term of smell memory, you probably know that the smell, the place and the person from whom that smell reached us are stored as an identifier in our smell memory. Sensing a pleasant scent even increases the effect of the other party's words in us. Charismatic people are not obvious to this point either, especially if they are speakers or group leaders.

Charismatic people's hairstyles are often simple. Such hairstyles are usually not preferred by charismatic people. These people don't like their powerful personality to be hidden under a striking hairstyle that has caught the attention of the audience.

Use sunglasses:

These people often wear sunglasses. This is important because they care about the health of the eyes and because the condition of the eyes and its freshness is important for maintaining charisma in order to establish social relations, and of course the second reason is that it adds more appeal to people's style..

Fitness care:

Having fitness along with exercise, in addition to visual appeal, increases energy and transfers it to the audience. Charismatic people devote a certain amount of time to exercise every day.

What do charismatic women wear?

In this section, we talk about the special style of charismatic women:

Charismatic women are more interested in pencil skirts, body-hugging jackets, straight and fitting shirts, and something like that. It is unlikely that you will see them in princess dresses or models of dresses that do not have a clear structure in any hall..

Charismatic women are more interested in coats and jackets. This style makes them look more serious and attractive.

Red high heels with neutral clothes are for charismatic people. Usually, charismatic women prefer high-heeled shoes to other shoes except when they are walking or exercising. This is because high heels allow them to walk straight and authoritatively. Of course, they also try to act differently in shoes; For example, they may wear shoes whose heel or toe color is different from other parts of the shoe. A black lace-up shoe with a red heel matched with

the color of the eyeglass frame and the stitching on the bag is charismatic enough, isn't it?

Hair and make-up of charismatic women is often simple and gentle. Messy hair or thick make-up is usually not the choice of these people.

Charismatic women prefer to use less and more delicate ornaments. It is rare for these people to have earrings, necklaces, bracelets and rings at the same time. Usually one or two pieces are enough for them.

What do charismatic men wear?

When it comes to charismatic men, most people's first impression is that they only wear a well-tailored suit and tie or bow tie or carry a pocket square. This is a false impression. It's true that most charismatic men have a handful of stylish suits, but being charismatic is different from being formal. A man can leave his shirt collar and cuffs open under a coat and look extremely charismatic; While this is different from the definition of formality where the shirt collar should be closed and the shirt cuffs should be buttoned..

Charismatic men try to maintain their authoritative style even in casual situations. Even their t-shirts and jeans look stylish and they avoid casual or loose clothes that don't show their body proportionally..

Coats and pants are their constant style. Charismatic men are very fond of suits.

Structured jackets and trousers with strong fabrics that show a controlled way of walking and arm and leg movements are perfect for these people. Usually, their preferred style is monochrome suits; But sometimes they may combine different colors.

A stylish wristwatch with a relatively large dial in neutral colors, preferably black, is an inseparable part of their style. Although these people also wear sports shoes depending on the conditions, they prefer stylish and shiny shoes like Verni for formal suits.

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The fourth law: being disciplined - self-discipline

Self-discipline creates motivation, energy and achievement.

Dr. Abozar Shahpari

Self-discipline is one of the essential skills for developing a charismatic personality. Lack of self-discipline is a major weakness and reduces your ability to influence others, especially when they notice your weakness. Indiscipline in life, in addition to depression, brings boredom, despair, extreme fatigue, and stress, and these feelings take a person away from being charismatic. Self-discipline motivates us to achieve success and sets us on the right path. People are attracted to you when they know you are disciplined.

To reach the peak of influence in the hearts of others, we must practice and strengthen self-discipline at all times. Self-discipline increases energy in a person, and lack of self-discipline drains energy from both you and those around you.

Charismatic people have more motivation and self-discipline.

When we do not observe self-discipline, we cannot expect the same from others.

When you master yourself, you can be successful in anything. The key to managing thoughts and actions is to

have personal discipline, which is one of the main pillars of personal development.

The most successful people in the world have learned to cultivate self-discipline to get to where they are today.. Our growth and development starts from where we add order to our life. By understanding the concept of self-discipline, knowing the skills we need to strengthen it, and the examples that inspire us along the way, we can step on the path to our success..

Definition of personal discipline:

The word personal discipline consists of two parts. The word "discipline" means "training that corrects, forms, or perfects mental faculties or moral character" (Merriam Webster's Dictionary). The "individual" in "self-discipline" means that you have the will to do these things on your own, without someone telling you to do them. Of course, these are things you do for yourself.

Self-discipline means controlling your emotions and doing even the hard things to grow and prosper..

More definitions of self-discipline¹ can help to understand its meaning well. Consider these insightful dictionary definitions of self-discipline:

Self-discipline is “the ability to control emotions and overcome weaknesses; the ability to follow what one thinks is right, despite the temptation to abandon it” (Oxford Dictionary of Languages²).

Self-discipline is "the ability to control yourself and to force yourself to do a particular task or behave without someone telling you what to do" (Collins Dictionary³).

¹self-discipline

²Oxford Language Dictionary

³Collins Dictionary

Self-discipline is "correcting or regulating oneself in order to improve" (Merriam-Webster's Dictionary¹).

You can also use different words instead of individual discipline to understand its meaning. Some synonyms for self-discipline are:

- Self-control
- Self-regulatory
- self mastery
- will power
- Persistence in purpose
- Continence
- Individual discipline

Perhaps our favorite definition of self-discipline is: "Self-discipline is the ability to force yourself to do what you have to do, when you have to do it, whether you like it or not."

When you love something, it's easy to do it; But the situation is different when it comes to things we don't like. One tries a thousand tricks to avoid doing it. When you don't like something and force yourself to do it somehow, you can put your life and career on a faster track. This is the true meaning of personal discipline. At this level we transcend interest and do what is necessary; Just the way great people do.

Controlling the emotions of the moment is a difficult task that if we can overcome it, great growth will occur within us. Momentary emotion control involves being able to postpone the gratification of a need and deal with it at a more appropriate time. In this way, we will have less trouble and we can do our work according to the order, because we will not be busy in the middle of the way to

¹Merriam-Webster Dictionary

meet the immediate needs and also not procrastinate about our necessary work..

As psychologist Arden Mahlberg explains in one of his self-discipline quotes: "Discipline is really our ability to force ourselves to do things when we don't want to."

Discipline in one's behavior will lead to success in whatever you want to do. Apply the principles of self-discipline to both your personal and professional life.

How to increase our discipline?

When you commit to improving your self-discipline, many new opportunities for success open up. But to increase our ability to find self-discipline, we need more than willpower. You must develop skills through learning and training yourself to practice self-control, until being disciplined becomes a habit in your life..

Follow these steps for success:

Decide what you want:

There are always many ideas floating in your mind. The first step to improving self-discipline is to organize your thoughts and figure out what you want.

Eliminate your temptations:

Distraction is the enemy of success and discipline. Your ability to resist temptation turns bad habits into good ones. One of the wisest things you can do to resist temptation is to eliminate temptation as much as possible..

If checking social media has become a waste of time for you, reduce the time you spend on social media by setting limits on your smartphone, turning off notifications, scheduling specific times when you can check your accounts, or deleting apps that don't serve your goals. You socialize to reduce. In this way, spend more time on your path to success.

If the existence of entertaining and social platforms distracts you while working, remove them from your space.. Do the same with tempting foods, people who are a negative influence, or anything else that hinders your progress.

Find an accountability partner:

Sometimes it's hard to stay disciplined when you're working in silence.

Having someone to share your goals and hold you accountable can help you stay on track and motivated..

An accountability partner can help you overcome the challenges of making the necessary changes to curb your impulses and make better decisions.

Write down your goals:

Always record your thoughts on paper or notepad on your mobile phone. A goal that is not written is no goal at all. It is just a wish and there is no energy behind it.

Write your goals clearly and in detail. The most successful goals are smart goals¹.

They are: specific, measurable, achievable, relevant and time-bound.

Define your long-term goals, but start small and work your way up to bigger goals. Smaller steps are easier to visualize and achieve. They help you overcome your challenges more effectively, as opposed to focusing on broad goals that take a long time to achieve.

Set a deadline:

Always set a deadline for your goal. This is a vital part of the goals . SMART is yours.

¹SMART goals

A deadline acts as a "compulsion system" in your subconscious mind, helping you stay motivated to do what is necessary to achieve your goal..

Be sure to set deadlines for all of your sub-goals as well.

A big part of being disciplined is not leaving your progress to chance.

Setting yourself a deadline shows that you intend to take control of your actions.

It helps you to be accountable to yourself as well as others.

Make a list:

Keep your daily schedule on track by making a list of everything you need to do to reach your goal..

Lists visually remind you that you are on a path to excellence. Also, checking each task while doing it creates an immediate motivation to keep moving forward. As you think about new tasks and activities, write them down on your list to complete your list.

Review your goals regularly to make sure you're on track. If necessary, change a word or phrase in your objective to make it more specific, relevant, or attainable. Do this without deviating from your original path. This is the key to creating and pursuing goals that move you closer to what you want, not further away.

At the end of each day, prepare your list for the next day. Small habits like these focus your mind on taking the right actions to exercise self-control.

The fifth rule: to have enthusiasm

Enthusiasm is the first step to start anything.

Dr. Abozar Shahpari

We need a driving force to do anything. Sometimes needs and shortages motivate us. Hunger drives us to seek food and thirst drives us to a drink. The level of our motivation and enthusiasm to achieve a goal plays an important role in our success in achieving that goal. The movement of any stationary object requires a motive force. Enthusiasm is our driving force for movement. Passion is the force that makes it possible to achieve big dreams. Passion makes us start our day with enthusiasm. Passion provides us with the emotional fuel to achieve big dreams; But what is this force and where does it come from? How can we create it within ourselves and how can we use it to achieve success?

What is passion and where does it come from?

Passion : It comes from the root of the Greek word taste, which is entheos, which means filled with God. Passion is a kind of love and spiritual attraction that fills our existence with excitement, energy and inspiration. In her book - Working with Passion- Nancy Anderson describes passion as follows: "Passion is a powerful emotional stimulus. This feeling is given to those who have a strong feeling about work, person or a belief. We have many

examples in the world that show what extraordinary actions enthusiastic people are capable of. Every love story, every major change in history (social, economic, philosophical and artistic) became real due to the fact that there was a passionate person in it. We all have the ability to experience intense emotional excitement, but few of us act on our passion. One of the reasons we bury our passion is that our passion has not been accompanied by sufficient expertise. As soon as you allow yourself to feel, this power will emerge in you. There is no need to do something you hate. You can do what you really love. This is the application of passion, and passion is "power". Passion comes from within us. Each of us is inherently more passionate and interested in certain activities and works. One is fond of football, one is fond of painting, and the other is keen on cinema. Passion is a more powerful force than ordinary motivations. As we said, it has a spiritual aspect and is a very strong and inspiring force.

"If you want to build a ship, instead of encouraging men to divide tasks, bring tools and find wood, awaken in them a longing for the boundless expanse of the ocean."

Antoine de Saint-Exupéry

Passion and action:

If you are lazy to do something or constantly put it off, you probably don't have enough passion and interest to do it. If we are not interested and passionate about our work, we will be lazy in doing it and we will not use all our will and strength to do it. As Napoleon Hill said:

"A lazy and unmotivated person is either sick or has not found a job he likes."

The level of our passion determines how fast and hard we act and what difficulties we can endure on the way to achieving our goals. If we consider the passion score from 0 to 20, if your passion score for doing something is zero, you will never start it. If your enthusiasm score is 10, you will do half of the work, if your enthusiasm score is 17, you will do most of it, but when you reach an obstacle that requires an 18 enthusiasm score, you will give up. It is only the passion score of 20 that enables you to overcome all the problems and obstacles, achieve the goal and succeed. Passion makes up for even lack of talent, as a great philosopher named Eric Hoffer said:

"Fierce passion seems to create not only the opportunities it needs, but also the talents it needs."

Love and passion:

Love is desire, interest and inclination. Love is loving. Love is passion, but it transcends all these. We all experience and understand the feeling of love, affection and being loved inside. Love also plays a fundamental role in all our daily activities. All our behaviors are influenced by our desires and tendencies. All these desires are degrees of love. Intense love and passion has the magical power to achieve any desire. The secret to achieving great things is doing something you are passionate about. As Steve Jobs said in his famous speech to students at Stanford University:

"If you want to do something great in life, you have to love what you do. Not only did the thought that I was going to die soon not stop me; Rather, it made me go every day to the things that I know I really love, because I have less opportunity to do those things than you do."

Love work and inner passion:

And what is work mixed with love? Weaving is a fabric woven from the threads of your heart as if your beloved will wear that garment. (Gibran Khalil Gibran)

When you do something you love and commit to making money doing it, you're no longer just working. You will no longer be forced to wake up in the morning, but you will wake up in the light of a feather. You will be excited to discover what another day has in store for you. The flow of creative energy and inner server will be with you all day long. Our ultimate goal in doing anything or achieving anything is to achieve this same feeling of satisfaction, happiness and pleasure. When we do what we love, we actually achieve the ultimate goal, which is pleasure and satisfaction. When you love your work and do it with passion, passion and persistence, you will enjoy the journey and eventually succeed and achieve great results. The joy you get from the work of love and the passion you have for doing it is a great reward that makes your life happier and richer..

"If you find a job you love, you'll never work a day in your life."

Confucius, Chinese philosopher

Turn passion into wealth:

Doing the work of love is the secret of easy access to abundant wealth. Love work is the work that is comfortable, easy and enjoyable for you. In this case, you are actually not working, but playing and having fun. It is the dream of many people to be able to earn money from their favorite work, but not having enough knowledge, mental obstacles and fears make them unable to realize

this goal. Most people think that their favorite activities are only for fun and entertainment. Really, why shouldn't we earn money from the activities we love? It is a mistake to think that because we enjoy something, we should not make a living from it. In fact, when you love what you do, unlimited wealth starts flowing to you. If you do something just to get salary and money, you will burn out very soon. Every morning you reluctantly go to your work and there you also count the minutes to finish the working hours. You will be happy only one day in a month, which is the day of receiving your salary. This is a vicious circle and a waste of our most precious asset (that is, our life) because of insignificant rights. If you love your work, you will always be full of passion, vitality and vitality, and this magical force of passion will make it possible for you to achieve great success.

"If you work only for money, you will never make it, but if you love your work and always put your customer first, success is yours."

Ray Crack

Creating a burning desire to achieve success:

"By creating a burning passion, nature transforms the human mind so that it does not recognize the concept of the impossible and does not accept anything as a failure." (Napoleon Hill)

Clarity of goals usually sparks our inner passion. Normally, you might not have any desire to go to an unknown place in the middle of the desert to find treasure, but if you are given a detailed map of the treasure, you will definitely have more desire. Another issue is believing in your own abilities. If you are sure that failure is impossible and success is certain, you will be more

eager to take action and achieve the goal. Burning passion is the most intense passion and excitement within you.

Burning passion has a magical power to achieve goals. As "Charles Schwab" said: "A man can succeed in almost anything for which he has a burning passion." Arousing a burning passion within oneself requires having big dreams and aspirations. Small and ordinary goals are not able to ignite burning passion. Only great thoughts and lofty goals can ignite a burning desire within us and awaken our dormant forces to achieve them..

"One of the most powerful engines of success is passion. When you do something, do it with all your might. Put your all into it. Blend it with your personality. Be active, energetic, enthusiastic, confident and faithful to achieve your goal. No great goal can be achieved without passion and interest. (Ralph Waldo Emerson)

Now, quoting Abu Ali Sina, we will explain the difference between desire and passion: "The desire subsides when meeting, but the passion increases and increases."

Enthusiasm is a part of your feelings for doing anything, and until you have enthusiasm, nothing starts, and until something starts, it is not seen, and until it is seen, it is not liked.

Having your passion and enthusiasm to do anything gives energy to others and this energy feels good. This good feeling makes you charismatic.

Enthusiasm creates motivation and can create many bright spots. Enthusiasm not only reduces anxiety and worry, but also creates confidence, a sense of cooperation and harmony between you and your audience.

Always listen to your audience with enthusiasm so that the power of your charisma penetrates in your audience.

Listen passionately, speak passionately, and work passionately. Having genuine passion and enthusiasm in your words and actions makes you more attractive. True charisma and passion come from your inner awareness and knowledge. Make sure all your enthusiasm is genuine. If your audience senses that your enthusiasm is false, charisma is destroyed.

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The sixth rule: having knowledge and awareness

Speak with knowledge, if you don't know, keep silent.

Dr. Abozar Shahpari

Science and knowledge are two wings with which man can fly to infinity. The value of each person is determined by how they are used. Science and knowledge bring his awareness and knowledge to a place that even angels cannot reach. The more a person's knowledge increases, the more prominent his leadership role in life becomes. It has happened a lot that by seeing someone or talking to someone, you have realized their knowledge. This issue shows that every knowledge that a person acquires is reflected in his behavior and the extent of his knowledge can be seen from the actions of many people. Regarding the value of knowledge, it is enough that God Almighty says in Surah Zumar, verse 11: Say, are those who know equal to those who do not know?

From the very beginning when man was created, he started to learn. God says: "And the knowledge of all the names of mankind...; And he taught Adam all the names..."

The angels knew that the position of man with the knowledge that God has given him is higher than the angels; Therefore, a person should know his value and use the knowledge he has.

There are families that are at a low economic level, but the presence of intelligent children among them makes the wealthy families regret that they do not get any results whatever they spend on their children. Therefore, although you have few possibilities; But think about great and long-term goals and don't feel defeated and discouraged until you reach them.

Knowledge leads man to perfection. People who think correctly in life, have wise speech and judge well, attract others in social interactions. They are the candles that burn to illuminate the dark world of ignorance with their knowledge and wake up the sleepers; Because they know that the profiteers always try to keep people in ignorance to open the way for their coercive influence and control over them. In the world that is called the age of "knowledge and information", not to walk; that we need to run in order to gain more knowledge, in line with the advanced human societies, to arm ourselves with modern science and techniques, and to throw the arrows of our knowledge towards those who intend to invade our country and think about their interests and interests. The pen is our best and strongest weapon, try to always have it in hand and use it.

The seventh rule: being an orator

Oratory is the beauty and eloquence of words.

Dr. Abozar Shahpari

What is rhetoric?

Oratory is the skill of speaking in an effective manner. A professional orator is someone who can influence the audience with his oratory skills and succeed in persuading them..

Another name for speaking skill can be known as art of expression. All of us can speak and express sentences; But speakers, using the skill of expression, use words in such a way that their words impress the audience, and this is the difference between a professional speech and the speaking of ordinary people who do not have much skill in expression..

It is here that Dale Carnegie, one of the most famous and successful public speaking professors in the world, expresses his opinion as follows: "The art of expression and being a public speaker is something much more than uttering a series of words."

Let's mention a simple example to better understand this skill.

Suppose you are in the company of your friends and one of the audience tells a funny joke. Suddenly the sound of laughter and laughter of the people present in the crowd is

loud. Now in another group, another person tells the same joke; But this time the reaction of the audience is very different. They don't laugh at all and even believe that the defined joke is not funny at all! While both individuals have used the same joke to make the audience laugh, they each receive a different response.

This is where it can be said that the first person has high speaking skills and this is the key to his success in influencing the crowd..

What things are not the art of expression and rhetoric?

Many people confuse the skill of expression with other things and do not have a correct understanding of its meaning. For this reason, we found it necessary to say what the art of expression does not include.

Expression technique and speech skills do not include the following:

The art of expression and response:

We say frankly and without preamble; The art of expression is not an answer in any way. The fact that a person responds to the words of others in a ping-pong manner is not a sign of his oratory skills; Rather, even in the most optimistic state, this may cause problems in people's communication. So, never consider the art of expression and being ready to answer as the same thing.

Art of expression and good voice:

A beautiful voice is definitely an attractive and lovely gift from God; But it's not enough to just be nice. In fact, speaking skills depend more on the words used, our tone, time and place, and things like that, and it does not rely only on having a good voice. So, never confuse a beautiful and attractive voice with the art of expression.

10A golden tip and trick for learning speaking skills

The art of speaking and becoming a professional orator has nothing to do with your genes and background. In fact, it is you who plays a role in becoming an expert speaker. In fact, to become a person who has high skills in conversation and speech, you must consider many points. In the following, we have mentioned 10 tips and golden tricks that are effective in learning speaking:

- Manage your stress
- Be teachable
- Improve your literature
- Be unexpected
- Do not forget to practice and repeat
- Create passion and interest
- Clarity is the key to your success!
- Speak with confidence
- Learn to improvise
- Abandon selfishness

The most important principles of speech and professional speaking:

In order to have an attractive, effective and professional speech, in addition to the above points, you should also consider some important principles. These principles will help you improve your speaking skills significantly.

We have mentioned the principles of speech and professional expression techniques below:

- Goal setting
- Use body language
- Creating positive emotions
- Knowing the audience

The eighth rule: having self-confidence

Self-confidence is the magic key and secret of human success.

Dr. Abozar Shahpari

Confidence is a term that is used in different situations; From improving mental health to helping people achieve business goals and more. Confidence is more than just a buzzword. It is a genuine concept that is associated with mental health, well-being and a positive way to be in this world. Self-confidence includes both feeling and action. If we want to answer the question of what is self-confidence, we must say that self-confidence is not only a single opinion, but a process that includes how a person thinks about himself and others, as well as how he works despite challenges and uncertainties. Self-confidence is effective in the inner and personal world as well as in the outer world around people. In this article, we define self-confidence and ways to increase self-confidence.

What is self-confidence?

Susanna McMahon¹In the book "The Psychology of Mystical Pleasure"², to answer the question of what self-confidence is, explains that "self-confidence is a way of being in the world that allows you to know yourself and

¹Susanna McMahon

²The Portable Therapist

take care of yourself." "Mary Welford"¹ Believes that self-confidence is knowing when we are struggling and having the ability to commit to doing something to overcome it. Anneli Rufus², It claims that self-confidence includes self-respect and having the courage to tell the truth about who you are, what you like and what you believe.

Therefore, self-confidence is the courage to know yourself, believe in yourself and act on your beliefs. Self-confidence is defined as having a positive feeling about yourself and the world that leads to courageous behavior that stems from self-respect.

The above definition explained what self-confidence is. These examples show what self-confidence can look like: To value yourself, apart from the mistakes you make; feel good about yourself;

Feel valuable and worthy even in spite of your flaws;

Be brave and firmly defend your rights;

Know that you deserve the respect and friendship of others;

Know yourself fully (including your strengths and weaknesses) and accept it.

What should not be confused with self-confidence?

To better understand what self-confidence is, it is better to know what self-confidence is not. Self-confidence does not include:

Believing that you are perfect or believing that you should be perfect;

Having unrealistic standards and expectations of yourself;

¹Mary Welford

²Anneli Rufus

Having a life without problems, pain and difficulties (of course, self-confidence helps you cope with problems and difficulties in life);

Self-righteousness (the opposite, by the way, because when you're confident about yourself and what you're capable of, you're more likely to try to reach out and help others).

Is self-confidence the same as self-esteem?

Self-confidence and self-esteem are very similar, but not exactly the same. To understand this, you must first know what self-confidence is.

Self-esteem can be defined as positive feelings about oneself and the world that influence one's actions. Self-esteem is sometimes defined as the value a person places on himself. There is also a concept known as self-efficacy. Self-efficacy is someone's belief in their ability to do something.

These three concepts are not the same. However, they are very close and related.

Self-esteem emphasizes one's feelings about oneself. Self-efficacy emphasizes a person's belief that he can do something. Self-confidence, with an emphasis on accepting the whole person as well as how he functions in the world, may be a complete integration of self-esteem and self-efficacy..

The difference between self-confidence and self-esteem

Self Confidence¹It is derived from the Latin word fidere, which means "to trust". Self-confidence is having the ability or talent to have a successful or adequate interaction with the world. A self-confident person is

¹ Confidence

ready to face new challenges, take advantage of opportunities, deal with difficult situations, and fulfill his responsibilities even in chaotic and chaotic situations. Just as self-confidence leads to successful experiences, successful experiences also lead to self-confidence. Every successful experience helps to boost our overall self-confidence, although we may have high self-confidence in one area, such as cooking or dancing, and low self-confidence in other areas, such as math or speaking.. If we don't have confidence, courage takes over.

Confidence works in the known domain, but courage in the unknown and fearful. You won't have the confidence to dive 10 meters until you have the courage to dive 10 meters. Courage is a much nobler quality because it requires more strength and a brave person has unlimited abilities and possibilities..

It is usually much easier to build self-confidence in people than to build self-esteem in them. As a result, they replace it with another and finally, a long list of abilities and achievements is obtained. Instead of facing their shortcomings and failures, they hide them behind their certificates and awards..

What are the effective factors in increasing self-confidence?

After we understand what self-confidence is, we will consider ways to increase self-confidence.

Self-confidence cannot be learned like some rules, but positive thinking, practice, education, gaining knowledge and talking to other people are useful ways to increase self-confidence. Self-confidence comes from health, acceptance of mind and body (self-esteem), and faith in your abilities, skills, and experiences..

This question arises for many people, what is the cause of low self-confidence? Low self-confidence is the result of factors such as fear of the unknown and criticism, dissatisfaction with one's appearance and body, poor time management and lack of preparation, lack of knowledge and past failures. Self-confidence and self-esteem do not have the same meaning. Self-confidence shows how we feel about our abilities to follow the rules and fulfill our duties, and self-esteem shows how we feel about ourselves (whether we consider ourselves a valuable person or not), the way we think and look around us. In the following, we name and explain ways to increase self-confidence.

1. Plan and be prepared:

Do you know what is the most important factor in increasing self-confidence? People have little self-confidence in difficult or new situations. Therefore, the most important factor to increase self-confidence is preparation for the unknown. For example, if you are applying for a new job; Prepare for the interview, think about the questions and what you want to say in the interview, practice the answers with your friends and ask their opinion.

2. Don't stop learning, training and acquiring knowledge:

Learning and research helps us trust our abilities to manage situations and get things done. If we know how and why to do things, our information is increased, we feel prepared and it increases our self-confidence. Sometimes deep learning and acquiring knowledge reduces our self-confidence about our abilities. In this case, we must combine knowledge with experience. When

we apply what we have learned, we turn theory into practice, and this increases our self-confidence..

For example, when couples have children for the first time, they become nervous and their self-confidence decreases. They can learn about this by reading related websites, buying books, or talking to parents..

3. Be positive to increase self-confidence:

In this section, we discuss what is the most effective way to increase self-confidence? Positive thoughts are one of the most effective ways to boost self-confidence.

Optimism is a belief that leads to success. Nothing can be done without hope and confidence.

The best way to be positive is to highlight your strengths and successes and learn from your weaknesses and mistakes. Write a list of your strengths and weaknesses and be happy for your abilities and find ways to overcome your weaknesses..

We all make mistakes; So don't have a negative attitude towards them, but learn from them.

Accept compliments and praise yourself. Thank them when they compliment you and ask them in detail what they like about you. Recognize and reward yourself for your successes and tell your family and friends about them.

Gain experience from criticism. Listen to criticism and use it as a way to improve.

Always be happy and have a positive outlook on life. Complain and criticize when necessary and do it in the right way.

4. Surround yourself with positive people

Take a moment to think about how your friends make you feel. Are they pushing you up or pulling you down? Do

they always judge you or do they accept and love you for who you are?

The people you spend time with can influence your thoughts and attitudes about yourself more than you realize. So pay attention to how others make you feel. If you feel uncomfortable after hanging out with a certain person, it may be time to break up with them. Instead, surround yourself with people who love you and want the best for you.

Look for positive people who will help you to increase your self-confidence. Confidence and an optimistic attitude go hand in hand.

5. Talk to others and take their advice:

You are usually attracted to confident people, and confidence is one of the characteristics of charisma.

Talking and being with confident people will help you feel confident. You learn to achieve success from those who are successful in doing things and achieving their goals. Once your self-confidence has increased, help others to gain self-confidence.

6. Gain experience to boost your confidence:

You must know the importance of success in self-confidence; When we do something successfully, our confidence increases to do similar things again, but it is hard to gain experience and take the first step. Sometimes the idea of starting something new is worse than doing it. At this stage, preparation, learning and positivity are effective. Break tasks into smaller, achievable parts; That is, set specific, achievable, realistic and time-bound goals.

7. Be decisive:

Being assertive means sticking to your beliefs and principles. It also means that if you believe something is

right (and not because you are under pressure) you can change your mind and belief. Assertiveness, self-confidence and self-esteem are closely related. Usually, strengthening self-confidence will strengthen determination.

8. Avoid self-righteousness:

Arrogance and pride are harmful to relationships between people. Once you have worked on raising your self-confidence and succeeded, avoid arrogance and do not treat others as if you are superior. Remember no one is perfect and there is always more to learn. Admire the work of others, be humble and polite. Show interest in what others are doing and ask questions about it.

9. Be kind to yourself:

Self-compassion is being able to be kind to yourself when you make a mistake, fail, or set back. Self-compassion is another way to increase self-confidence. This will help you be more emotionally resilient, better manage difficult emotions, and improve your relationships with yourself and others, as well as boost your self-confidence.. A 2015 study examined the relationship between self-compassion and self-esteem. The next time you find yourself in a challenging situation, accept that being imperfect and falling short of your ideals at times is a part of being human. So do your best to go through these experiences with self-compassion.

10. Take care of your body to increase self-confidence:

When you mistreat your body, it's hard to feel good about yourself. Practicing self-care is a constructive practice for mind, body, and spirit, and it makes you feel good. As a result, it helps to increase your self-confidence. Here we

introduce some self-care methods that are related to increasing self-confidence:

Diet: Healthy eating has many advantages, including increasing self-confidence and self-esteem. When you provide your body with rich nutrients, you feel healthier, stronger, and more energetic. These things make you feel better about yourself;

Sport: Studies have always shown that physical activities increase self-confidence. For example, a 2016 study found that regular physical activity led participants to have a better body image. Improving body image increases self-confidence;

Meditation: In addition to being a way to increase relaxation, meditation can help increase self-confidence in several ways. Primarily, meditation helps you to know and accept yourself. Meditation also teaches you how to stop negative self-talk and detach from the mental voices that disturb your self-confidence;

Sleep: Lack of sleep has bad effects on your emotions. Conversely, quality sleep is associated with positive personality traits such as optimism and self-esteem.. Self-care is an important part of feeling confident. Know what it takes to feel good about yourself and your abilities, and make sure you get it.

Also, trust is one of the components of charisma. You cannot become charismatic until others trust you, and you will not understand the magical power of charisma. Confidence is a quality that increases your charisma and attracts people to you. There are people who like to follow you and are influenced by you and benefit from your qualities and trust your qualities. The self-confidence of a charismatic person is higher than the general self-

confidence of people. Most of the people around you have a general self-confidence that your higher self-confidence causes to crumble.

If you have high self-confidence, you can gain the trust of others and they will admire you and try to set you as their example and gain your satisfaction.

You must learn ways to communicate with respect for boundaries and with utmost trust. To achieve and maintain charisma, trust is essential. The more self-confidence you have, the higher your charisma will be. People can sense this confidence in your voice, body movements, or your subconscious mind.

Charismatic people have the ability to maintain their charisma in any situation and in dealing with any obstacle or unpredictable event. Fear and failure destroy self-confidence, but a charismatic person does not lose self-confidence in any situation.

Fear creates doubt and ultimately destroys self-confidence. Strengthening charisma and overcoming fear is the mastery of self-confidence.

Negative thoughts, indecision about the goal and apprehension are things that destroy self-confidence.

People with low self-confidence are always at a disadvantage when it comes to influencing others compared to people with high self-confidence; But again, the feeling of fear, tension or lack of peace is experienced in such people.

Self-confidence is the ability to control emotions.

Confidence is gained through experience, practice and patience. Believe in yourself.

Self-confidence means creating motivation through a heart belief and creating a difference. Real confidence

comes when you can use the right tools, resources, and abilities at the right time.

The opposite point of self-confidence is pride, which robs you of the ability to recognize the right path and makes you walk in wrong paths. Pride breeds arrogance, while self-confidence breeds peoplehood.

Pride focuses on oneself, but self-confidence focuses on others. If you don't have confidence, you will be a big loser, even if people like you. This trait destroys your ability to influence and have charisma.

If you want your self-confidence to overcome your pride, be critical, listen more than you talk, admit your mistake, be logical and never try to prove you are right, don't be afraid to ask questions to clear up doubts.

I will tell you my experience. Do what you think is right. Confidence is definitely one of the components of charisma.

If you identify and discover your frustrations and fears, you can overcome them much better and sooner. You are a human being. Fear and confusion is an inevitable feeling in humans. Accept it and try to defeat it. No one does the right thing all the time, and your audience understands.

This is only a mistake that can be corrected. Even if you once help someone to reduce their fears and worries, you are a reliable person and worthy of love and affection.

When you improve your self-confidence, you increase the chances of eliminating all these fears and confusion. In today's world, if you can control your negative emotions, you will help others to control their negative emotions and reduce them significantly.

The ninth rule: Be patient

Penetrate the hearts of others by being patient.

Dr. Abozar Shahpari

People who are patient always win. Patience is a component for power, for fame, for attracting attention in the long term, and one of the important tools of charisma is patience.

The concept of patience is to face difficulties and disappointments with the help of calmness. Therefore, wherever there is hardship and despair, that means patience can be practiced almost anywhere.

Patience is essential in everyday life; At home with kids, at work with coworkers, in stores with half the town, etc. Also, being patient can create a balance between anxiety and relaxation.

Why should we practice patience?

Impatient and impatient people are usually considered as arrogant, dry and hasty people from the point of view of others. Their lack of patience also makes them make poor decisions because they make snap judgments and interpretations of things. Others avoid and avoid these people because they know that these people have poor interpersonal skills and hot temper. People who have such characteristics, most likely, do not have a place in the promotion list and higher positions in the organization. Lack of patience affects even family relationships. The

more patient you are, the more positive you will be seen not only by your family and friends, but also by your colleagues and managers..

What are the signs of impatience?

But how can you recognize impatience? You may experience one of the following symptoms when you are impatient:

- Short breaths
- muscle contraction
- Shaking hands
- shaking legs
- Restlessness and anger
- Worry and anxiety
- attack and attack
- Urgent decisions

If you also have one of the symptoms of impatience, the next step is to determine the cause. Most of us are prone to impatience. Make a list of the reasons that make you restless. If you have trouble identifying the causes of impatience, pay attention to the following points:

Think about the last time you were bored. What was the cause?

Ask family, friends, or colleagues about your impatience. They may know why.

Many people lose their patience due to physiological factors such as hunger, dehydration or fatigue. When you feel this way, check your posture. The simple solution can be drinking a glass of water or eating a small meal.

Have a sheet to record your impatience and restlessness. Write down the type of condition and their cause.

Identifying the reason for your impatience will help you examine your actions and understand why you are doing what you are doing. This allows you to prevent your impatience with solutions. Of course, if you can prevent the factors that cause your restlessness, it will be great; But for many people, this is not possible. Therefore, you must learn to manage restlessness and boredom, which will be discussed further.

How can we manage impatience?

When you feel restless and impatient, you should get out of this situation as much as possible. You can use these solutions:

The first solution: body management and physical actions:

Take a deep breath and count to ten. Deep breathing calms the heartbeat and body and removes you emotionally from the situation. If you still get impatient, repeat this several times.

Restlessness also causes your muscles to contract. In this case, you need to relax the body. Take a deep breath again and relax your body muscles.

The second solution: managing emotions:

Learn to manage your emotions. Remember that you have to react in any situation. You can be patient or restless. This is entirely up to you.

Try to calm yourself down. Talk to yourself and walk slowly. If you appear calm and patient, you will feel more relaxed.

The third solution: active listening:

Practice active listening and empathic listening. Make sure you are fully attentive to others and patiently answer what they ask.

Remember that your impatience will not get things done quickly. In fact, by doing this, you prevent others from doing their jobs more skillfully. The more stress you create, the more ineffective the results will be.

Try to get away from this situation by convincing yourself. Consider that your reaction in this way is not correct. If your impatience causes reactions such as anger towards others, you can use anger management techniques to curb it..

Note that only some people are patient by nature and we have to practice making "patience" a habit to get to this point. Achieving patience is not achieved overnight, but it is very important to continue practicing it.

How to be patient?

The above points were good news for those who are naturally blessed with patience; But what should other people do? The skill of waiting is also acquired and can be improved with practice. There has been a lot of successful research in this direction and there are ways to practice patience. Three suggested strategies based on new research are presented below:

1. Change the situation:

Impatience is not just an automatic emotional reaction, but also involves conscious thoughts and beliefs. Patience has a direct relationship with self-control, and making a conscious effort to regulate emotions can help in training the power of self-control..

2. Practice meditation:

Meditation is always recommended for relaxation. To overcome impatience and lack of patience in necessary situations, take a deep breath and focus your attention on

the feeling of anger; Then try to immerse yourself in peace; This will help you in establishing inner patience.

3. Practice gratitude:

Those who understand gratitude are also more patient with delayed gratification. If you're grateful for what you have today, you won't be disappointed when you reach for more, and you'll be able to find the right position faster. Having patience does not mean that every person who sees your patience will instantly like you, but it will make others respect you and admire this trait of yours.

Patience is one of the important points for influencing and transmitting charisma.

All people like people who are patient in the height of excitement or in the height of anger. When you are patient about something, you can show it to everyone. Even if someone disagrees with you, you have the ability to easily listen to their opinions, feedback and points of view. This is while still sticking to your principles.

Patience is transferable. If you can convey your patience to others, the people around you will absorb positive energy from you and then they will try to be like you and in fact they will make you their role model. Patience gives you will and this will strengthens your perseverance.

Do not forget one point. Being patient is different from being careless. Patience is one part of the whole coherent puzzle of achieving charisma.

In order to make a decision, you must have complete information about that subject, and you must be patient for your information to be complete so that you can make a decision with more knowledge and knowledge. So wait before making any decision and don't make a decision in

excitement and anger. A correct, logical and decisive decision will help your charisma.

Always remember that one of the most important pillars of success is patience.

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10th law: Appropriateness of speech and behavior

Do as you say.

Dr. Abozar Shahpari

(What is your body language saying?)

If your behavior and speech are the same and you actually behave as you say, it will definitely lead to having charisma. The more appropriate your words and actions are, the better your message will be and can show more honesty and stability. If you don't believe in your words, others will show the same feedback. When you strive for what you are looking for, they will too. More congruence of idea and action equals more enthusiasm and this helps you to attract more charisma and attract more people to you.

Matching idea and action is the key to success and achieving charisma and increases your self-confidence and interests.

When your words are in sync with your beliefs and values, it will be seen in your language, voice, behavior, words and all your characteristic manifestations.

Of course, cheating is not the right way. Nervousness and anxiety are symptoms of this problem. Even if you tell the truth, you feel that you have done well, but still there are signs of inconsistency and deception in you. Also, your

audience will not be able to recognize the truth and will become distrustful. If they feel like that, your situation will be messed up and this is an important point. We've covered all the tips to improve your mental fitness.

All your body movements and demeanor can attract or lose your audience. Try to match your behavior with your inner message.

Say what you feel and say what you believe in.

Be careful that your body movements, behavior and tone of voice are in harmony with each other.

The best way to match your body movements with your speech is to set up a speech and record your own voice. When you examine yourself and see that each of your body movements in your words and sentences or the tone of your voice can have an impact on your speech, you will understand your strengths and weaknesses in this way.

Moderation in everything is desirable and important, especially balanced and measured behavior and speech, it is untangling and effective; Because children, teenagers, young people and people around them observe everything in the speech and behavior of adults and people around them, they take pictures of it and make it their model. If they feel a sign of disharmony, imbalance and proportion in our behavior and speech, this disharmony will be manifested in their behavior and speech as well.

Therefore, one of the things that makes people's emotions fertile is the coordination between behavior and speech.. Of course, this harmony and moderation between word and deed should be such that each confirms the other externally; Not that he does the opposite of what he says.

Paying attention to this method in the matter of education is of great importance that should be taken into consideration in life.

In general, similarity, employment and connection between science and practice are very important in fertility and strengthening of emotions. In religious texts, attention has been paid to this connection and combination, and God addresses the community of faith and says: color O you who believe! Why do you say something that you don't follow? It is a cause of anger in the eyes of God that you speak but do not act."

Therefore, it is appropriate that coaches, teachers, administrators and planners of Islamic education and training should pay more attention to providing appropriate and practical solutions to achieve the goals, desires, educational and moral issues, especially the flourishing of the emotional dimension, and by appropriate action, Prepare the ground for the realization of this important task for the general public. Although many factors are involved in the dynamism, stability and quality of this matter, but its achievement and realization is possible when there is harmony and harmony between science and practice.

The eleventh law: being powerful (having passion)

Powerful people do not use force to please others.

Dr. Abozar Shahpari

First of all, we should know that attraction is acquired and there is a difference between attraction and coercion.

What we mean by attraction is the positive behavioral attraction that makes a person popular among other people. In this book, attraction is a combination of being well-spoken, well-behaved, and good-natured, etc., and not the feeling that comes from remembering a person like Saddam Hussein. If you are looking for this kind of negative attraction, instead of this article, you can watch the video of the heart attacks of power-hungry people like Hitler..

But if you have ever seen someone who you liked for no particular reason, you are basically captivated by him.

Being passionate like riding a bike is something to learn and you can become passionate too. For this, you need to make changes in your behavior. The subconscious mind, social cues, physical states and the way you interact with other people play a decisive role in the formation and development of your attraction..

Let's start with an example. "Marilyn Monroe" you probably all know. On a very busy day, Ms. Monroe took a photographer's hand and took him with her to the Grand Central subway station in New York. On that day, the

subway was so crowded that there was no place to drop a needle. Marilyn Monroe boarded the train and got off one stop later without attracting attention. What was the purpose of this work?

Behavioral psychologist Olivia Fox Caban says that what Marilyn wanted to show us was whether it was up to her to be the charming Marilyn Monroe or to be an ordinary person named Norma Jane Baker (her real name). Inside the subway, she was Norma Jane, but when she came back to the surface and stepped on the sidewalks of New York, she decided to become Marilyn Monroe..

He looked around and asked the photographer with his own special tone, do you want to see him? Shall I say Marilyn? And then the photographer said that he did not see any special pose in him. All Marilyn did was run her hand through her hair and flip it up and quickly strike a photo pose. With this simple movement, in the blink of an eye, she became the same Marilyn Monroe, Lund and charming.

As if he took a magic stick and hit himself. Suddenly, for a moment, everything stopped moving and something started to shine in a black and white image. The people who passed by him only realized that there was a star among them and they were not aware of him until now. Suddenly, the crowd's gaze turned towards him. Marilyn Monroe was a beautiful woman; But she proved that what made her famous was not her physical beauty, but something inside. Originally Marilyn Monroe's character was inside Norma Jane Baker and she awakened it.

Cultivation is not about encouraging the crow to walk like a crow. Basically, a person who wants to cultivate the power of attraction in himself, self-consciously corrects

the surface layer of his communication in order to communicate more favorably with others..

Be silent for more attraction:

Silence is the most important aspect of attraction, with a little distance compared to self-confidence. The meaning of silence is to listen to others and not interrupt them. The requirement of being charismatic is to show other people that we care about them. If you don't have self-confidence, others may think that you are shy or reserved, and it won't be too bad for you..

But if you jump in when others are talking, it means that you are trying to show off. As always, balance is best. In fact, the trait that the art of silence magnifies is to remember that if you want to know how to be charming and charismatic, you must first learn that you are not always the center of attention..

Charisma is not about making yourself look cooler than others. The paradoxical secret of attraction is that people shouldn't try to prove themselves better than others, instead they should make others feel better about themselves. The real attraction is to make people feel more important when they walk past you.

An ordinary person first of all loves himself and likes to talk about himself; But a lovable and charismatic person is allowed to peopleLet them talk about themselves. The moon sign that loving people do is that they have a positive spirit, put aside their ego and pay attention to the other party with their silence.!

How to be attractive and charismatic?

Pay attention to every word that comes out of the other person's mouth. Imagine that you are watching a movie or reading a book and you slowly get to know the main

character of the story.become Give all your intelligence and attention to the main role.

At the same time, don't jam when you hear his dialogues. It may seem passive if only one person talks and you just listen; But if between each breath of the other party, you want to issue an answer to him or start telling your story before the other party's memory is finished, it will give the other party the feeling that your ears are a decoration and you are just waiting for his voice to stop. Speak for yourself. The party is sitting in the crowd and talking with great enthusiasm about how he was forced to drink the salty water of Qom during his military days.. He expects others to listen to his words, but he has not yet lost his breath when someone in the crowd says: "So you haven't eaten camel butter!". Of course, this does not mean that in every group, one theologian talks so much that he claps around his mouth and others look at him like an owl. Anything in moderation is good. Wait until the other person finishes speaking and gets the desired result from opening his mouth, then calmly start your speech.

Cultivate your self-confidence:

Self-confidence is one step in being charismatic, but cultivating it is not like drinking water. People do not want to appear arrogant and arrogant, nor shy and timid. This is a feeling that is transmitted to a person from the inside. One can convey a good feeling to oneself by constantly exercising or typing and talking about the information one has here and there..

In the afternoon, you go to the gym for an hour and give your six-pack, forearms, calves and calves a basic workout. Then you go home and take a proper shower, put on a sports outfit, put on a fragrant cologne, and go to

your friends' hangout and watch the latest James Bond movie for them. You feel from the bottom of your heart that no one is in front of you; But it's not right to make jokes. It's good to be attractive and let others talk to show that you are curious to know new things. When they don't get something out of a discussion, instead of being curious, normal people quickly get defensive and try to change the flow of the discussion to something they can figure out themselves..

Passionate and self-confident people live with their purpose:

On the other hand, passionate and self-confident people live with their purpose. It is not so difficult to recognize that some people are wandering and aimless in their work. The missing link here is the lack of a driver-facing factor. Passion is one thing and self-confidence is another. If a person is a car, passion is its recording and confidence is its engine."Jordan Lijuan" the founder of the webvalid site ""High Existence" believes that no work can be done without motivation. He says about this, take a reason, a goal, a thought and live with it. Mankind lives for purpose. If you strongly believe in something, you don't need anyone to push you towards it. You naturally move towards it. Always be sure of yourself.

Even if you doubt something, don't spread it like a plague. Act as if you are 100% sure of your work. No one always knows where his work will end, but a man is right to take his feet firmly. Imagine that you are a theater actor who, even if you forget a moment of the play, you have to act in such a way that no one notices..

We all have moments in our lives when we say to ourselves, I messed something up. Forget these! Even an

epsilon second of thinking about these moments will cause you to lose your concentration, which will not be hidden from the view of your neighbors. Self-confidence means that a person accepts his personality and what he does and does not pay attention to other issues..

Try to be polite:

Charismatic people know how to talk to people. They know how to start a discussion, steer it, and talk in a way that puts others at ease. If you don't know these things, you need to practice. No one is saying that mastering this is easy, but if you have the courage to break through your mental wall and improve yourself, you will reap the rewards later.

You will have a hard time at first, but getting better always comes through hard times. If you don't know how to start a conversation, get creative. First, think about what you like to talk about and what you hate talking about. If it's something that makes you uncomfortable talking about it, it probably makes other people uncomfortable..

Another thing that makes you seem like a good person is to try to be kind instead of trying to be smart. Of course, if they give a cash prize, you must try your best to avoid it by generalizing, but if you are kind in your daily conversations with people, you will become an attractive person. "Simon Reynolds" from the famous Forbes magazine says:

Asking questions gives you the best chance to become popular. The person who asks the question inspects the discussion sessionSlow, and the one who asks reasonable and intelligent questions places himself as a thoughtful and intelligent person; An attribute that causesLet

someone be attracted. Dear ladies and gentlemen, clothing is not just a useless and decorative item. If you choose the right clothes, your social identity will be affected.

When you supposedly see your colleague in the elevator and you have nothing to say, suddenly an annoying silence occurs between you. If you can't think of anything to start a conversationDo not worry. Use tari's law, philosophy, metaphor and never stop. Do whatever you can to avoid the annoying silence. Well-spoken people know how to put themselves and their interlocutors in the same boat.

Power is a set of material and spiritual factors that cause a person or group to be obeyed by another person or group. Power is a concept that gives meaning to the relationship between people. Power has many forms. Try to be a supporter with power, not a bully. We should be able to achieve charisma with the correct use of power and see the ability to influence others. If we use our power in the right way, we can achieve charisma, and if we use our power in the wrong way, our power will work against us in the long run.

In every organization there is a head or manager who has created a special structure of rules. These rules are provided to the subordinate employees and the employees are obliged to comply with those rules. In this way, the employees know what they are allowed to do and what they are prohibited from doing, and that the employees must obey the rules established by the manager or head of the group, which makes the managers think that they have the most power. For this reason, they encourage or punish employees by complying or not complying with the rules, but they do not know that the ability to reward or punish

is not considered power, but more power is the ability to attract charisma. Your inner strength is your charm, which is always more effective than your outer strength.

Remember that power is very different from coercion, and power is different from coercion. Power creates trust, security and ability; But bullying always leads to coercion. Real power causes stimulation and encouragement and creates unity and empathy, but coercion brings disunity. If you have real power, you will be more inclined to listen and obey, while bullying does not give you this ability.

Charismatic people of power do not need to force others. They know how to use their power to achieve their goals. Knowledge, expertise, credibility and ability can be positive forms of power.

Authority allows those in a certain position of power to influence others. CEOs of large corporations, police officers, and judges use this form of power. In such a situation and in the face of such people, you feel that you have to agree with the words of the boss or the police or the judge based on their authority. This is the strength of that person's job position, not charisma.

Having titles such as police, judge, president, king, minister, director general, etc. brings power. This power can increase your charisma, but definitely a policeman, judge, president, king, minister, director general, etc. alone cannot be charismatic.

When you can prove that you are a skilled or capable expert to change the thoughts and life path of others, so that they follow you wholeheartedly and make you their role model, then you have power, and this kind of power is one of the rules. It is charisma.

The twelfth rule: appearance factors (height, weight and figure)

All people see your appearance, but until they talk to you, they don't understand your inner self.

Dr. Abozar Shahpari

Pay attention to the fact that in addition to clothing and attitude, external factors such as the ratio between height and weight, fatness and thinness also affect the energy that others take from you and charisma. So try not to forget proper nutrition, necessary sleep and exercise. We all have our own troubles and we know that it is a little difficult to make time for them, but it is very necessary to achieve success and have the ability to influence and charisma.

Having a good body and body has been the dream of many people since the beginning, and therefore people are trying to get a good body by using different diets and various sports. If your body is ideal, you can easily choose the dress you want and enjoy wearing it. Those who are overweight or obese, or too thin, find it difficult to find clothes that fit their figure..

If you want to enjoy having a good body and a beautiful body, you should try different and correct methods; Because sitting and sitting on your hands can't help you and you have to work hard to achieve your desires.

Therefore, pay attention to the tips and recommendations that we mention in the rest of the text and follow them..

How can we have a good body?

In order to have a very good and beautiful body, you can pay attention to the following points and take these important recommendations seriously, which are as follows:

1. Be active and lively:

If you have to sit at work, try to move your legs, but it should not be done continuously. In some cases, get up and do very short-term tasks. For example, drink water or bring something for yourself. If you want to have a good body but you can't go to the gym, you should do these exercises. Examples of these activities include the following:

Instead of going up and down the floors with the elevator, use the stairs. If the number of floors is very high, take at least half of the journey by elevator and the other half by stairs.

Use long writing desks (built-in for standing behind the desk) and writing desks; Or, instead of a chair, use large exercise balls to sit on. Listen to your favorite music at home, but don't stay still and do something at the same time; For example, cook, fold laundry, or ride a stationary bike. Continue the step-up/step-down exercise (stepping on a slightly elevated surface and stepping down from it) consecutively for a significant period of time..

Start squatting or walking on your toes until your food is ready.

2. Do aerobic exercises:

Performing any aerobic exercise in comparison with other sports increases the heart rate of a person, and such

exercises improve the body's ability to control physical pressures and ultimately bring health. If you want to lose weight, these aerobic exercises can help you a lot to achieve this goal, but when your goal is fitness, this type of exercise is definitely necessary for you. These exercises include the following:

Cycling is a great way to exercise and a great motivation to get outside.

Run slowly or walk fast. Each of these cases are simple and cheap exercises.

Swimming is a very suitable way to move the whole body.

3. Have a specific plan:

If you want to be fit, you must devote hours to sports activities every day; You cannot exercise sparingly and expect results. Have a specific plan for the sports you do and follow it. According to research, it has been shown that having a friend who can accompany you to exercise and motivate you will greatly help you lose weight..

4. Eat cautiously:

You should pay attention to all the points while eating and eat healthy foods. These points are as follows:

5. Eat low-calorie foods:

If reaching your ideal weight depends on losing weight, you should use low-calorie foods. Because if you eat low-calorie foods, you may lose weight easily and reach your ideal body..

6. Do not consume sugar, salt and unhealthy fats:

if you use sugar, salt and unhealthy fats, your fitness will be messed up. Minimize the consumption of such harmful substances in your daily diet. Do not consume sugary drinks such as soda and any other substance that is full of trans or saturated fats (relatively solid or solid fats such as

margarine). Instead of these substances, use fruits and foods with healthy fats such as omega-3 (fish, olive oil and nuts)..

7. Maintain a balance in your diet:

Your body needs the right ratio of protein, carbohydrates (legumes), fruits, vegetables and dairy products.

Therefore, whole grains are approximately 33% (if grains are not inflammatory for you), fruits and vegetables are 33% (more vegetables than fruits), dairy products are 15%, and protein meats are 15% (or up to 50%, if that you reduce the consumption of carbohydrates) and finally, unhealthy fats, processed carbohydrates and sugar should not make up more than 4% of your diet.

8. Eat as much as you can:

If you want to eat enough food, you should pay attention to the calories in your food. Be careful in filling your plate. If you are not confident enough, use small plates. Chew your food slowly so that your body feels full.

9. Drink plenty of water:

If you intend to get rid of excess body fat and lose weight, be sure to drink a lot of water; Because water causes fat burning and fills a large volume of your stomach.

10. Eat lean protein:

If you use low-fat proteins, you will feel fuller, but foods with more processed proteins will increase unhealthy fat in the body. If you want to reduce unhealthy fats in your diet, consume low-fat protein. Examples of low-fat protein include chicken, turkey, fish, eggs, lentils, and beans..

11. Drink less soda:

In fact, drinks that contain alcohol have a lot of calories compared to other non-alcoholic drinks and cause weight

gain; Even when you drink alcoholic beverages, your appetite increases more than before.

12.Cheat your food well:

In order for your food to be digested well, you should chew it well, but many people do not pay attention to this issue. When you chew your food well, you allow the stomach acid and its enzymes to digest the food well. If you have food with unchewed and large pieces in your stomach, digestion of food in the stomach and intestines will be difficult. If you chew your food well, you will be fit.

13.Get enough sleep

You should pay attention to your sleep during the day and regulate it; Because if your sleep is not regulated and you sleep less than allowed, you will gradually get fat and gain weight. Lack of sleep disrupts all the hormones in the human body and eventually causes obesity.

Rule 13: Balance in speech, behavior and life

Planning brings balance to your life.

Dr. Abozar Shahpari

Without balance there is no charisma. First of all, make sure you have balance in your life. Imbalance equals lack of motivation and distrust.

Circus tightrope walkers are examples of balance in communication. The tightrope walker is standing on the rope at a height of 5 meters from the ground and to maintain his balance, he picks up a stick weighing 2 kg. A 3-kilogram chair is on the shoulders of the rope-walker, and a 10-kilogram child is sitting on the chair. In the mouth of the opener there is a rod on the tip of which a plate is rotating. The roper takes the first step. The show is great and it will be a success when one makes it to the finish line. Everything depends on the balance between all the elements. If one of the elements of the show loses its balance and unity, the roper waits for a while until the balance and harmony is established again. For him, everything boils down to balance and harmony.

Effective communication is created at different levels, which include:

- ✓ Verbal communication includes the use of words and tone of voice
- ✓ Non-verbal communication which is called body language or silent speech.

In a human communication, messages and information are conveyed not through what you say; Rather, it is conveyed mostly through the way you say it. Only 7% of information is transmitted through words, 38% of information through tone of voice and 55% of it is exchanged through body language.

None-verbal communication:

It is a communication that conveys concepts and meanings through non-verbal and verbal means. All the things that have been observed in this regard are based on an old theory based on which facial expressions and behavior are known as primary language. These situations are the introduction and beginning of today's language. The importance of mastering body language is not less than eloquence. Acquiring skills in using body language is one of the most effective ways to improve human relations.

You can explain your thoughts with gestures and gestures better than language. If we mean to say, "Get out of the room," it is less effective than pointing across the room with the index finger, or putting a finger to the lips is much more effective than telling someone to be quiet. No expression can express surprise as much as raised eyebrows and widened eyes.

Body language includes gestures, movements, facial expressions, posture, and reactions and is observed in the form of eye contact, standing, sitting, maintaining distance, maintaining appearance, open and closed body posture. Silent speech can enhance or silence speech. Non-verbal messages are more powerful than verbal messages.

This language, like the other two members of the family (tone and speech), is a psychological language and has its own alphabet, words, rhythm and rituals. If the alphabet of silent speech is used correctly, body language or a non-verbal body gesture is fully formed.

Gestures or gestures are divided into two groups: 1- Gestures independent of speech or signs and metaphors and 2- Gestures related to speech such as body movements along with speaking and emotional movements such as winking, eyebrow movements and frowning.

Regulators:

There are signs that control the nature of speaking and listening and are sometimes used to take turns. Head and eye movements are among the most important regulators.

Modulators:

Movements that are a sign of tiredness, boredom or lack of interest in the topic of conversation are called moderators.

Type of standing:

The way people stand or walk conveys information such as race, cultural affiliations, religion, social status, financial ability, mood, type of thinking and beliefs of a person. Seasoned or seasoned detectives and police officers usually recognize suspicious individuals from the way they walk.

Dress:

One of the most important effects of body language is the type of clothing or your appearance. Clothing conveys a form of social information. Clothes represent the personality of people. Increase your dignity with positioning in choosing clothes.

In 1989, two scientists organized a series of similar experiments to explain the type of clothing and social judgments. They photographed a woman with two types of clothing, first a short dress and second a shirt and a long skirt. They gave these two photos to a number of students (boys and girls). The volunteers introduced the first photo as a woman with sexual attraction and a person who achieves her goals through showing herself, and attributed the second photo to a woman who is loyal to her family, conservative and has moral standards. Of course, the type of clothing and perception of people in the society is different according to the time and social customs in each region.

Throughout history, handsome people have attracted more attention. In educational environments, teachers pay more attention to clean and tidy people. In the workplace, well-dressed and elegant people are more loved. People who wear makeup that suits their face actually pocket more money and that's why you should also look handsome and dignified..

A group of researchers conducted an amazing experiment in a subway station in New York City. An actress was asked to ask for help from people for three consecutive days and with three different types of clothes on the pretext of losing her wallet. On the day he was dressed like a businessman, they helped him with 513 dollars. Some of them talked to him for a while and paid him twice the requested amount, and some of them offered him drinks. On the day when he was wearing normal clothes, there was no drink or extra money and he earned only 150 dollars. Interestingly, this same person was only

able to earn 10 dollars when he wore dirty clothes without receiving any sympathy or sympathy.

Throughout history it has always been believed that a set of physical makeup or non-verbal data reflects the inner character of people. The type of clothing a person wears and the jewelry he wears is a reflection of his inner personality. When General Lee came in with his army to surrender, he was dressed in his cleanest military uniform, hanging his medals and strapping his precious sword to one side of his body; But Grant, with all that authority, appeared in public without a coat and only in an ordinary suit and trousers. Grant wrote in his notes: "I had to fight that day with a well-dressed and tall man, and I regret why I had appeared in such a condition for such an important stage of history."

Find balance in your life so you can be successful; Balance in behavior, balance in speech, balance in joking, balance in seriousness, balance in clothing, balance in spending, balance in sleep, balance in food, balance in work, balance in fun, balance in friendship, balance in love, balance In emotional affairs, balance in sports, balance in spirituality, balance in political affairs, balance in social affairs, etc. The more you can create balance in different areas, the more you will feel good, relax and convey this good feeling to others.

For example, regarding financial issues, if you cannot control your finances, you will not be able to meet your basic needs. We all know that our lives are negatively affected when we are unable to pay expenses.

We always want to start exercising from tomorrow and take care of our body's health from tomorrow. If you are looking for charisma and want to have a lot of energy, you

need to be in good health. This blind spot causes us to fail in matters of nutrition, exercise, and especially balance in life. With enough exercise and sleep, we can strengthen our thoughts to live a better and more quality life. When our own life is of high quality, then we can be more influential on others.

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The fourteenth rule: to be happy

A smile is a sign of happiness, so enter with a smile.

Dr. Abozar Shahpari

Our lives may be of the highest quality, but there is not much happiness. What is the reason for that?

Perhaps the first reason is that we always ignore the feeling of happiness in our lives, because we are indifferent to the goals of our lives; Like choosing a suitable job or having job security. In this way, anxiety and tension appear in our lives. Always try to fight to achieve your goals and find solutions to your problems so that you can increase your happiness.

Second, we have goals that do not affect our lives. Seek to find an excuse for happiness, excitement, and true purpose so that this procedure will bring you one step closer to happiness.

When was the last time you were happy from the bottom of your heart?

When was the last time you laughed from the bottom of your heart?

When was the last time you hoped for good days and better conditions?

When charisma is real you can feel real happiness. Many people are looking for happiness and that is what you have inside of you. In this way, they will be attracted to you. This means you are in love and enjoying life and

others are happy to be with you. In this case, you attract people to you. Others may see happiness in terms of fame, success, or wealth, but remember that each of these is only an external component. What happens inside a person is the biggest factor for happiness. Create many opportunities for yourself. Have a university education. Do a job that you are interested in or get a job promotion. All of these are considered happiness, but in the end, happiness is rooted in your today and has nothing to do with the future, but being happy raises your hope.

You feel happy when you are on the path to success. You can transfer this feeling to those around you and make them happy.

When you feel happy with yourself, your abilities give you charisma. Feeling happy makes people happy and their minds flourish and makes them feel more charismatic in relation to you. Give people a smile. Your audience will feel it. You will also create a positive image of yourself in their mind and this image will stay in their mind forever after the first meeting. Happiness will bring you happiness and health and will help you achieve charisma.

Happiness and cheerfulness have many advantages that are considered essential for having charisma. You don't need to be a comedian, but you can always laugh and have a smile on your face. This cheerfulness will forever associate people's minds and souls with you positively and give them energy.

Of course, remember that a smile is sacred, use it appropriately and at the right time. A misplaced smile not only lacks charisma, but may question your character. So be careful to laugh together but not at each other.

How much can we be indifferent to a series of issues and ignore them? There are many ups and downs in our life. We need excitement and freshness to continue living. Anything can ruin our happiness and prevent us from enjoying life. What could this factor be? Until that happens, be happy and enjoy life and think about increasing your charisma. Waiting for events outside the scope of life reduces our happiness; But this will become one of your goals in the long run. We may ignore many issues. That's because most of them don't lead to real happiness in the long run.

Having a happy and lively life depends on us. So every person should consider the happiness formula to be happy in his life to enjoy the days of his life.

Happiness is a choice. At any moment of the day, you are the one who decides.

Whether you know it or not, it's a result of your attitude towards life, and whether it's positive or negative, it affects all events, people, relationships, and basically everything you encounter in your life. So if you have a life with a lot of complicated issues and you don't take time for yourself, it's your fault.

If you have exactly what you want and are grateful for it every day, you should praise yourself. If you're surrounded by negative people, have a job you hate, and may even have a hard time sleeping at night because of the many thoughts that constantly pop into your head, no one else is responsible.

If you're doing what you love and working hard, but still haven't found time for yourself and those you love, it's because of a choice made at some point in your life.

But there is good news. Whatever your situation is, you can change it. Happiness is completely possible at any time and does not depend on age, appearance, job or income and everyone deserves it and it does not need to be discovered, created or anything else that requires effort.

What should be done to be happy in life?

Happiness formula:

This is the formula to be happy in life:

Letting Go + Acceptance + Gratitude

These really need no definition. But these are three of the best things you can do for your life; It makes you happy and satisfied. You will find peace, you will free yourself from the burden of the past and the anxiety of the future, and you will start living in the present, and by focusing on what you have, you will see all the beauty and abundance in your life..

Now let's discuss each element of the happiness formula individually:

*** To release**

It's pure magic, because it leaves us free and satisfied, and we realize we've never lived before.

The problem is that we keep everything; All our past relationships, painful memories and material objects that remind us. We also spend a lot of time thinking about the future and worrying about changing it by controlling and planning, and when things do change, we are "devastated and devastated."

All these make us weak, sad and hopeless. We have a lot of extra stuff in our heads that we can't hold onto and that can take us away from enjoying life, but if we let it go and let things flow, we'll be able to experience the present

without comparison, without Expect to worry about the future.

* **the reception**

Acceptance is being okay with things, people, events, and yourself. This doesn't mean don't try to achieve what you want, but rather trust the natural flow and don't interfere. This shows that you are at peace and not interested in control and change. It allows you to live a comfortable life to see and feel happiness and satisfaction. You must understand that whatever is happening now is the best and most appropriate moment for it. Then you get relief from anxiety and need to do something.

* **Thank**

Another thing that can make you happy is to focus on the good things in your life. On things you own. be positive Be grateful for what you have (even the bad stuff). Be thankful for them every day. Show that you care. Express your gratitude and love.

You must see all the abundance of life. Everything will be more beautiful for you. You will see people who love you as precious gifts and will feel happy.

What is simple and easy shows you the other side of life. It allows you to live life without changing anything.

10 formulas to be happy in life

1. Look for the theory of "freedom of speech".

The theory of "live and let others go" is a wonderful step towards achieving happiness in life. This means you have to be your own personal protector. Live your life the way you like and don't interfere in other people's business. You have to live your life without the interference of external factor in it.

2. Do not expect much".

The main reason for creating sadness in life is that people expect a lot from themselves, others and situations. It should be a lesson learned by people all over the world to leave whatever happens to God Almighty.

The more you expect, the harder it is to accept the reality, which is completely different from what we expected. So expect less and get more.

3. Be comfortable, but not reckless

Sometimes life presents awkward choices. We like to take things too seriously or too little. Procrastination doesn't happen by accident, but by choice, it's often advisable to do things slowly instead of procrastinating.

This does not mean that you become too friendly in your life and let your life go in whatever direction it wants.

Make yourself a little rough and not too friendly.

4. Hang out more with those who are generous

When you are with people who care about you and have a sense of belonging, you can give them the same love back. Such encounters can help you develop friendships that can be a source of joy in your life. Happiness comes from within and you see people with bright eyes and welcoming smiles.

5. Do not follow the path of corruption and error

To live a healthy and correct life, you must choose the right path. Honesty is the best policy that exists today.

6. Simple life

Have you ever heard: "Simple living, high thinking"? This statement clarifies the fact that you should live without any obligations or regrets. Your simplicity should be reflected in your personality. Don't try to make your life a difficult math chapter. Just keep it simple and let it flow without complaint.

7. Do good deeds for your family, friends and well-wishers

Generosity shows your character when you work tirelessly for your loved ones. You must be innocent and fair. Be satisfied and don't ask too many questions. Your loved ones stand as a support system that can make the emotional bond stronger than before.

8. Don't be greedy

It is the incessant needs of humans that make humans greedy in life. The motivation behind life should not be to become a billionaire, but to win people's hearts and embrace love. Love is the medicine that cures the pain of greed. Don't buy or make any of these luxurious attractions the reason for your life; But live to enjoy.

9. Be green in health

The secret to a happy life lies in maintaining your health, because unless you eat a lot of beans, you won't have enough energy to do things. You have to be strong and energetic to think well and also follow a path that is full of excitement. You must take care of yourself; Because your negative emotions affect your mood and only if you have a good mood, you can be full of energy and vice versa.

10. A happy heart means a happy life

When your heart and emotions are in place, you can live without the drama of being nervous. Don't let your heart break into pieces and enjoy little entertainment.

Things you might enjoy doing:

- going to the cinema
- Eating at your favorite restaurant (or that new restaurant you've always wanted to try)
- Swimming
- Waking up and eating a delicious breakfast

- Become a tourist in your own city or somewhere else by visiting national historic sites or parks, landmarks, and attractions.
- Playing basketball or any other sport like kickball, street hockey, golf
- Join a sports group
- Registration in sports lessons such as tennis, golf, karate
- Doing outdoor activities such as walking, biking, kayaking, or running. You can also plan a picnic.
- Board games
- Play video games
- watching sports
- Learning how to play with an instrument
- Rekindling a past love with a guitar, piano, saxophone, horn, violin
- Find a new hobby or an old hobby you used to enjoy, such as drawing, writing, creating, or any of the above.

Things you might want to consider:

- Unnecessary tasks: laundry, going to the beach, taxes, mowing the lawn, washing the dishes (many of these and others that you can leave until later or delegate to someone else).
- Unnecessary meetings: Any type of meeting you're not excited about or need, or meetings that aren't worth the trouble.
- Your Day Job: As mentioned earlier one may spend some time planning, but if you are unhappy you should actively work on a way.
- Spend more time in high spirits
- Make plans with your friends

- An afternoon or evening game, planning a skate derby, a meaningful conversation, or having a close friend over for coffee or tea.
- Get away from toxic and hurtful relationships
- Plan a weekend with your close friends
- Plan a trip or dinner with some of your favorite family members
- Buy a ticket to a seminar or workshop that focuses on your hobby and meet other like-minded people..
- Appreciate others for even the smallest things.

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Rule 15: Commitment

Obligation is only for noble people.

Dr. Abozar Shahpari

Commitment means adherence:

Obligation means obliging yourself to do something.

Commitment can be for a group or for the individual.

Personal commitment is a promise that a person makes to himself in order to have a framework and rule of life.

Every person should define a framework for himself in any field, including moral, social, occupational, behavioral, etc., and make a commitment not to deviate from it. Adhering to this framework is the commitment that a person makes to himself.

Being committed is one of the rules of charisma and is reserved for authentic people.

If you want to be a charismatic person, first define a framework and rule for yourself and then be committed to it so that you can commit to your actions and behavior. practice Practice being committed both to yourself and to those around you so that you can create charisma in yourself.

Commitment and sense of responsibility gives us the strength to not give up on our goals no matter what problem or problem arises.

Commitment and keeping promises creates a trustworthy character for us in the eyes of others, which makes people trust and count on us more.

One of the important issues in valuing people is their level of commitment and responsibility.

Commitment is necessary for every person and doing it is a sign of honesty in addition to being charismatic.

Each of us has to do things daily that if we are not committed to doing them, we will never be able to do them at a certain time and in the way we should do them, and somehow every day and every hour our work and their work will be carried out to the next hour, the next day or the next month. We postpone. So, in order to do our important and daily tasks, we must be committed to doing them in the first place; but how? How to be committed? How to be committed and why to be committed are some of the issues that most people are looking for.

For example, we should go to the gym today and exercise for a certain hour, but our laziness and procrastination do not allow us to do our work. Or, for example, we have to read and finish a book, but postponing it to the next hour or days and our laziness does not allow us to study. We must be committed to the work we want, even if stones and clods fall from the sky, we have done that work and we are committed to it. If you don't have a commitment to yourself and your work and you can't do them on time, come with us until the end of the article.

In this section, we are going to answer the following questions:

What is a habit?

How is a habit formed?

How to be committed?

What is a habit?

It doesn't matter what you want to do, it doesn't matter how much time you have at your disposal, it doesn't matter what your situation is and what you are going to do at all, the important thing is that the work you want should be done at a certain time and place.

Habit means doing a task at a certain time, continuously; For example, the habit of brushing your teeth before going to sleep, the habit of being grateful after waking up, the habit of reading after eating lunch, or things like this.

When a person gets used to doing a task, he feels uncomfortable if he does not do it in a certain time. As you have heard, they say that giving up a habit causes disease.

How is a habit formed?

Many people are looking to know how a habit is formed so that they can finally institutionalize a task as a habit. You just have to give yourself twenty-one days of difficulty; For example, study for twenty one days at a certain time and place. Be sure that in such a situation, on the 22nd day, you will unconsciously go to study, because this process is engraved in your subconscious and you are used to it. So, acquiring a new habit was not as difficult and exhausting as you thought.

How to be committed?

Well, another issue that arises is how to be committed? How can you be committed to doing something and do it right on time? How can we make something feel bad if we don't do it on time or not at all?

To be committed to doing something, there are many solutions, we will mention a few of them below:

The first solution: choosing a partner or companion:

For example, let's say you want to commit to your exercise program, diet, or study program. Well, if you have a partner or companion in this way, it will help you to commit. Have more than the implementation of the program, for example, if one day you do not want to implement the program due to procrastination or laziness, he will not allow you to do so.

The second solution: planning:

You can commit to doing your work by having a specific plan. For example, let's say you put exercise, gratitude, and reading into your schedule and wrote them all down on a piece of paper or in your phone. By doing or not doing a plan or ticking or not doing it, good and bad feelings will flow in you and this will make you do your best in the coming days to advance the meaning of your plan..

The third solution: creating a habit:

As we mentioned above, you have become somewhat familiar with the habit and how to create the habit. So try to make a commitment to a task, make it a habit for yourself and by making a habit commit to doing or not doing it..

Of course, you should know that habits are divided into two categories, good and bad habits, and you should try to leave bad habits and inculcate good habits in yourself, that making bad habits not only does not benefit you, but also harms you..

The fourth solution: fines and rewards:

One of the most effective solutions in relation to any problem is to use the penalty and reward system for yourself, according to this system, you are interested in doing a task and commit and adhere to it, and you feel disgusted by not doing it; Because you have received a reward by committing to it and you have been penalized by not committing to it, and this gives you good and bad feelings.

What is a habit? How is a habit formed? How to be committed? Having a commitment to doing daily things and to personal plans and tasks is one of the necessities of life. It is very vital and obligatory to follow the solutions that bring commitment to the person. It is hoped that you will be committed and pragmatic towards the solutions.

Law 16: understanding and insight

If you understand what others see, you have attained insight.

Dr. Abozar Shahpari

It has always been said that great power brings great responsibility, but responsibility is not the only thing that comes with power. Dictators usually exhibit extreme behavior, behavior that is usually detrimental to their nation.

Managers are often told that they do not understand what their subordinates are saying, and the person who plays the role of the dominant person in a relationship is usually accused of not understanding how others feel. People in positions of power usually tend to acquit themselves, or at least misunderstand the opinions of those without authority..

Several Northwestern University researchers have examined the effect of power on people's opinion choices, and they claim that power reduces the ability to understand what others see, think, and feel. According to the researchers, these findings can also provide insights into how to best use management and create more socially responsible global managers..

Self-centeredness:

In several different studies, these researchers investigated whether people with high power have much stronger

preconceptions about their own approaches and a limited ability to relate to correctly understanding the approaches of others than those with less power.

The researchers first examined the effect of power on people's ability to perceive others' visual approach. People with different abilities were asked to speak English Write E on their foreheads. In order to make the experiment realistic, half of the subjects were asked to recall situations in which they had a lot of power, and the other half were asked to consider situations in which they had less power. It was predicted that people who had more power would write this letter on their foreheads in a direction that could be read by themselves, which would be seen the other way around in the eyes of people looking at the person's forehead from the front. In contrast, people with lower power were expected to adapt to the viewer's perspective and write the letter E in a way that was legible to viewers looking at their foreheads.

The next experiment was to investigate the relationship between people's power and the degree to which others view the world as the same as their own, in such a way that they feel that others have access to their own hidden knowledge..

Again, the same basic assumptions were established to make half of the people strong and weak. They were then asked to imagine that they had an unpleasant experience with a co-worker at a restaurant recommended by a friend of that co-worker.

The day after that experience, the colleague writes a letter to his friend stating that "the food at the restaurant was excellent". The letter itself conveys a good message.

The only way that the intended friend can realize the hidden sarcasm in the letter is by accessing his information in the virtual world that the restaurant's food is bad.

Participants who had access to this information were asked how they thought their friend would interpret the message. The more powerful the participants were, the more likely it was that the person in question would notice the hidden sarcasm in the letter. This supports the hypothesis that as power increases, power holders are more likely to assume that others see what they see.

Diminishing empathy:

At the same time, researchers found that power can block empathy with others and make a person unable to understand the emotional state of others. After the subjects were again divided into two groups, they were shown 24 photographs of faces displaying various emotional states. Some were laughing, some were sad, some were scared and some were angry. For each of these photos, the participants were asked which of the above emotional states the given photo shows. High-power individuals made more errors in guessing facial expressions in photographs than those in a low-power position..

Perhaps the decreased ability to perceive the approach of others when one's position of power increases is not a conscious choice, but perhaps more of a psychological state that is one of the characteristics that high power brings. In addition, reducing the power to understand the approaches and perspectives of others is perhaps a way to prioritize people's attention to the responsibilities that a high power position brings. If people's reduced attention is

actually an unconscious effect, then people will be more willing to compensate for it. One of the methods used in these cases is for managers to feel more responsible for their subordinates. Managers should be given more responsibility in this regard so that their destructive powers of psychology can be controlled.

These researchers use the metaphor of driving a car to show how power can lead to more effective management. The power factor is equivalent to pressing the gas pedal. Without gas, the car does not move and remains where it is, but people also need brakes to prevent collision with various objects. Having an approach without having agency is not effective, and agency without having a proper approach is dangerous and irresponsible; Just like in a car, having gas without brakes and having brakes without gas are of no use. Effective managers need to have power along with the ability to understand others; Because only by combining these two, global managers can be made who have a high level of social responsibility.

Rule 17: Choose a target (opportunities are limited)

Choosing a goal is the first step on the first rung of the ladder of progress.

Dr. Abozar Shahpari

Choosing a goal is one of the most important issues in our lives. In order to achieve our ideal life, it is necessary to cross the everyday zone and enter the development zone, and this is possible by choosing the right goal and trying to achieve it; But how can you choose the right goals and plan for them and achieve them? Each person's goals represent his inner personality, which shapes his outer states. Achieving goals, even if small, creates positive thinking towards oneself and as a result increases the self-confidence factor and ultimately makes everything seem easy; But how can a goal be achieved without a prelude? Or in other words, how should the goals be chosen to achieve them faster and get a better result? This discussion of how to choose our goal has a direct relationship with achieving it. A goal that has little credibility soon fades and we stop in the middle of reaching it. Sometimes we confuse our goals with our values and run after our values day and night, but first we need to know what are the definitions of the goal and value of each separately?

Value:

Value is what we strive to achieve and choose our goals on the way to complete our values. We already know many of our values, such as perfection, growth, happiness, prosperity, etc.

Target:

A goal is a precise, tangible, attainable, precise size and coordinate, clear and specific, for example:

Financial goal: You want to have 20 million Tomans in cash.

Career goal: You want to own an electronics store in the street of ... city with equipment

Choose the right target:

Many professors have reported successful experiences from their seminars, workshops, consultations, and classes. In this way, they asked their students to write their ideal goals and desires on paper. Then write the reasons that caused them not to achieve that desire. In fact, those reasons were excuses and obstacles that did not allow those students to move towards their goals and ideal life. There were many reasons or rather limiting beliefs that the students wrote, but one reason stood out the most and almost all of the students wrote it in different ways.

That limiting belief was:

"I'm not good enough, or in other words, I don't deserve to have that goal and my ideal life."

It can be boldly said that most people do not value and respect themselves just because of having this limiting belief and do not choose suitable goals for themselves and therefore do not reach their ideal life and settle for goals

that are much lower than the level of their abilities. or even worse, they don't choose a target at all.

Choosing the right goal has a direct relationship with the amount of value and respect you have for yourself. So before you choose a goal, be alone with yourself, think, talk or do whatever you like, but you must come to the conclusion that you are a very valuable person. It doesn't matter what others think or say about you. The only thing that matters is how you think about yourself. Come up with thousands of reasons why you are valuable. For this reason, our creator created us human and nothing else.

What is the criteria for setting goals?

First, we have to see if the goal we want to choose is worth achieving or not. The meaning is to see if this goal that I choose will bring me to my values or not? Is it necessary to choose this goal? Do I need to achieve this goal? Is this goal really worthwhile? Let me explain more clearly; Let's calculate whether choosing this goal is to beat the water in the mortar or it is a good deed to jump (the good deed is to fill); It means to work hard to reach our goal.

In objective psychology, the English word SMART is the basis of choosing goals. In such a way that each letter of this word is the beginning of the target selection keywords:

Specific: The goal must be specific (a number of Dana cars).

Measurable: be measurable; It means that even its coordinates can be determined right now (white Dena Plus car model 96), it should not be a fantasy and it should not be related to the future or the past.

Attainable: The goal is to be accessible and available (a 2009 model Lamborghini car is almost not available in Iran, so white Dena Plus is a better choice). The goal should not be too big and strange. Achieving very big goals requires achieving small successive successes and finally preparing to achieve big goals and as a result achieving great successes.

Relevant: The goal should be according to our interest and desire (I am more interested in a white car, of the Dena Plus type). Of course, there is a lot of interest in useless things, for example, decorating a car or having an expensive and useless antique. On the opposite point, in cases where we are not interested, but we know that the goal is effective and useful, we should create interest by acquiring information.

Time-Bounded: to be determined in a specific period of time and its achievement is limited by time (I want to have a Dena Plus model 96 car in 3 months), within a period of one month to a maximum of one or two years and also not less or more; For example, quitting smoking can be done in one day, but it will be repeated in three days, but if it is in a period of one month, by reducing one thread a day, this goal can be implemented to some extent.

How to reach our goal better and easier?

Know who we are and what are our characteristics? For example, we have strengths that help us achieve this goal. Therefore, we pursue the goal with more strength, or we have weaknesses that may tire us in reaching this goal, so you should try to fix them; For example, laziness is one of the weaknesses of many people, as well as despair.

Set people as examples and role models. Not that, for example, Mr.... who is the owner of the factory... or

Master... who is the owner of the style. The same Abbas, Mr. Ser Koche, who has reached a goal like ours, can be an example.

Let's start with self-confidence and confidence to reach the goal and know that once we start, nothing can stop us and there is no obstacle that can stop us..

Before choosing a goal, research it and know its difficulties and challenges so that we can be more determined and start working with more hope. We should patch the tools necessary for the path, such as hope, perseverance, effort, positive thinking, attraction.

Let's see the goal as attainable and check if this path is worth it or not?

One of the reasons for not achieving goals is jumping from one branch to another and from one goal to another.

Eighteenth law: Honesty

Honesty is the foundation of trust.

Dr. Abozar Shahpari

Honest words about honesty

At a superficial glance, the concept of honesty seems very simple. All we have to do is tell the truth in every situation, right? So why do honest people sometimes show the reality in a different way? If being honest makes life easier, then why would anyone want to complicate their life with even a little dishonesty?

There are many situations that quickly test our resolve to be honest. The tendency to dishonesty seems to start in our childhood, when we don't like to be punished. Fear overcomes us and we say something that is not true in an attempt to avoid the consequences of what we have done. If this procedure works, then we conclude that lying is less painful and requires less courage than telling the truth..

"Sir Walter Scott" says: "Trying to deceive others is like weaving a web around ourselves."

Because escaping pain and discomfort is the strongest human motivator, we quickly learn that whenever we think we need to escape the painful consequences of our actions, we engage in dishonesty and lies. For some people, this method is only for the most difficult situations. For others, lying becomes the strategy of

choice and they feel no guilt or remorse until they are caught..

Common excuses for not being honest:

To demonstrate honesty, you must stop justifying lying. Along with escaping the consequences of our actions, there is a wide array of seemingly more honorable reasons for avoiding complete honesty, such as:

- Trying to respect the other person's feelings or pride
- Trying not to think badly of others
- Fear that someone will steal our idea
- The thought of protecting someone
- Maintaining our pride and self-esteem by avoiding shame
- Trying to help maintain the dignity of others
- Being in danger of other people's mental image of us or our reputation
- Disliking someone and at the same time trying to hide it from him

At first glance, we might think that all these reasons for hiding the truth are perfectly valid. In the end, doesn't all this lead to a greater good? Well, in fact, accepting these kinds of complex arguments is like saying that the end always justifies the means. In other words, it's okay to do the wrong thing as long as it gets us the result we want.

5-The way to be more honest and wise:

1. Reveal the truth:

Have you ever been completely honest in the past?

Having the courage to review past slip-ups can be a little uncomfortable, but recognizing where and when you've twisted or hidden the truth in the past can help you spot patterns and prevent them from happening again..

2. Practice honesty in small matters:

Try honesty in smaller matters so that it becomes a habit. There is a tendency to think that there is nothing wrong with a little exaggeration or exaggeration in matters that do not benefit or harm anyone; But the problem is that if we are not honest in small and insignificant matters, this dishonesty will spread to important and meaningful areas of life. It is best to first practice honest habits in areas that require less courage, so that we can cultivate honesty and integrity to face more difficult challenges.

3. Honesty emphasizes the positives:

Just because we want to be honest doesn't mean we have a duty to expose other people's mistakes and flaws. If we focus on the positive, then our honest assessment of people and situations will be both uplifting and encouraging..

4. Don't confuse our priorities and preferences with reality:

The distortion of our view of reality by what we like and what we don't like happens very easily. To be honest with others, we must realize that our personal preferences and preferences do not change reality, but only how we feel about things. Being honest does not mean that we have to express all our feelings about all subjects.

5. It is okay not to say anything:

To show your sincerity, prefer silence to lying. What would you do if someone put you in a situation where it's not in everyone's best interest to be a rock? Have the courage to say you'd rather not say anything at all. Of course, when you're under pressure to speak your mind, it can be difficult; But with all this, it is still your right to choose to speak or remain silent. This is especially

useful if someone is trying to engage you in a pointless argument or when someone's feelings are at stake.

Always choose the best way.

It takes courage to be honest.

Being honest may not always be the easiest or most accessible way. That's why you need courage to be honest; But remember that honesty is the way to truth and perfection. Regardless of the prevalence of dishonesty, we are all free to choose a life of higher standards.

Straightforward and perfect people will always notice and admire your honesty and courage.

Edward R. "To be persuasive, we must be believable, to be believable, we must be trustworthy, to be trustworthy, we must be truthful," says Marvo.

There is a strong and healthy trend towards transparency and honesty. People are tired of the mask of deception that serves the selfish desires of a few and hurts others. We can all play a role in this by becoming a good role model and having the courage to be truly honest with ourselves and others.

The 19th Law: Courage and Courage

Decide with courage, act bravely.

Dr. Abozar Shahpari

What is courage or bravery?

Courage, bravery or courage may have the same meaning; But in fact, it is not like that and each of them has its own meaning and is used to convey a purpose And these three are not placed together. If we put a brave person, a brave person, and a bold person together, maybe they all have one characteristic; But there is a big difference in the type of their performance, which we will discuss each of them and define each of them separately.

Courage:

Courage is not much different from bravery in definition and both give the same meaning; But in practice, they are different and separate from each other and do not fit together and cannot be defined as the same. Courage means not being afraid to make mistakes. Someone who has the courage to take risks and is not afraid to move and fail is Bashamat. A person who is not afraid of facing the unknown is courageous, and this courage is very different from courage. Courage is realizing that I have the ability to fix things if things go wrong and make things back to normal.

It can be said that there is a kind of self-confidence in courage. The courage that gives us the strength to move forward. A person who is confident believes in himself

and his abilities and knows that he has the power to fix the situation. This strength or this courage is acquired and anyone can cultivate it in himself and make himself a good human being, provided that he knows himself and his character, habits and feelings well and has a correct understanding of himself. Knowing ourselves requires a lot of focus and attention to know who we are and identify our weaknesses.

The number of these people may not be many who know themselves and have trained themselves in this way.

What is courage and who is brave?

Brave is someone who is not afraid to move forward. In fact, it can be said that someone who has the necessary resources to move forward and is not afraid of the lack of resources is brave; Like a commander who is comfortable with his men and war tools and knows that there is no shortage under any circumstances and is fully prepared for any battle. Courage here gets a completely different definition from courage and they are separated. Everyone is brave when everything is available, and the most cowardly people gain courage in such situations, but if we remove those resources from their reach, they also lose their strength and are no longer able to move forward..

The definition of courage that they have given that a brave person has amazing strength may seem exaggerated and many people, including me, think that it is not correct and there should be a more correct definition than that. There should be a difference between these three; He found courage and bravery. By separating these three, you can better align yourself with each of them. Courage that comes from available tools and resources cannot last long, because these conditions will not always be sustainable.

Just as a situation has never remained the same forever and many failed and were destroyed when the resources and means of movement and success were taken from them and left their hands. From brave rulers to big business owners who were known and defined as brave; But at the same time when they lost everything, their courage was also lost and they joined the weak among the brave..

What is courage and who is courageous?

Courage means that we are afraid to move forward and even though we are very afraid, we continue to move, but we don't let anyone see the fear in our faces and actions. Courage comes from faith; Faith in a power higher than ourselves that supports us. The one who dares to move has fear and stress in him. Maybe he doesn't have any special resources and conditions to move, but he behaves in such a way that no one sees the stress on his face and the way he acts. Someone who sees him may think that he is at ease and has no thoughts or worries about moving.

Courage is not defined much or maybe courage is defined instead of courage. Courage has a power in itself that courage does not have, and there have been many brave people who owed their success to the courageous people they had by their side, and if they did not have those courageous people by their side, they would never have succeeded.

How to be bold?

Boldness is an empirical matter. Being brave means having the strength to face your fears and continue to move despite the existence of your fears. If you have set a goal for yourself, you must do something in line with that

goal. These actions may bring risks for you, but despite being aware of these risks, if you have the courage to move, you are a brave person and the world will kneel before a brave person. No difficult situation can last long against a courageous person. Because such a person has seen fear in himself and has seen the power to face this fear in himself, and this gives a transcendental and amazing power to a person who never surrenders to any situation or person and never fails..

How to be brave?

Many people remain in the same place as they were before, because they don't have the courage to move. Those who have the courage to make momentary decisions and can change their decisions and perform different actions and actions in the moment increase their courage. All the great things that changed the fate of the world were done by brave people. They had the courage to face unknown conditions. The world also supports courageous people.

How not to be afraid?

Being fearless depends on these three qualities being developed in us. As soon as you decide to be brave, your fears will start talking. In fact, you were unaware of your fears until you decided to have courage; But as soon as this decision was made, fears came to the fore. You should know that fear is a weak inner character. If you believe in your abilities and yourself and instead of reviewing your failures, you will not be afraid. Courage is formed by seeing strengths. Therefore, one should have faith in oneself and in order to gain courage and courage,

one should know oneself and gain a correct understanding
of one's self.

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20th law: Creativity

Creative and innovative people have no competitors.

Dr. Abozar Shahpari

Being creative in life is a factor that can improve our personal life in many ways. From studying to working and even friendly and emotional relationships can be affected by our creativity; But knowing how to have a creative mind is the first step we need to take in order to increase our creativity. Today we are going to introduce you to techniques that will help you in this way.

How to have a creative mind?

Many researchers have found that people who have high mental creativity are very happy and lively. They are trying to learn a subject every day and will not stop until they learn it completely. This also strengthens their will in things like studying and learning. People who have a creative mind come up with interesting and valuable ideas every day and every hour. Ideas that can transform their lives! There is also an interesting feature in them. They are never afraid to take risks. Because they have full faith in their knowledge and information!

In other words, being creative gives you self-confidence so that you can speak your word in any field you work in, with the help of your creative mind..

How can we have a creative mind?

You can achieve anything you want with your mind, you just need to know the way! The human mind has supernatural power. You can do things with it that you have never thought of before!

Do you know why you think you are not creative? Think a little. Do you remember your school days, especially high school?

During that period, many people who were weak in art were told that you are not a creative person, and this matter was repeated so much that one really believed that he was not creative! It all comes down to your beliefs.

For example, you may not even be interested in studying; While with just a little creativity, you can make it feel like studying.

Learn to stay focused.

No one can increase their focus by magic. Increasing focus takes a lot of practice and requires one of the hardest types of effort, mindfulness¹s. Of course, there are tips and methods that you can use to increase your concentration. Here are some techniques that will get you closer to that blissful state of effortless productivity.

1. Avoid doing multiple tasks at the same time:

Doing several things at the same time has made our brain used to not focusing. In a study conducted at Stanford University, a group of people did a large number of tasks and another group did a small number of tasks at the same time, and it was found that it was more difficult for the first group to maintain focus.

In a work culture where "multitasking" is still considered a good trait, multitasking makes us feel like we've

¹mindfulness

accomplished more than we really are. In addition, it has been shown in a study that doing several things at the same time makes us feel good.

According to "David Rock" from the institute NeuroLeadership Multitasking lowers our IQ and causes us to make mistakes and ignore details.

Steve Jobs says:

"People think focus means saying yes to something you need to focus on, but that's not what focus means at all! Focus means saying no to a hundred other good ideas out there. You have to choose carefully."

Jobs refers to the fact that Apple became a successful company by focusing on a few specific products and focusing on its tasks. To achieve focus, you must say no to multitasking and all the other stimuli that compete for your attention; Whether these triggers are your email inbox, your Twitter feed, or a conversation with your colleagues.

2. Stop external stimuli:

When "Joshua Foer"¹ He won America's top memory contest, he used special equipment. These types of devices are designed to block out external stimuli and allow your brain to focus. You can also use this type of equipment at your workplace (of course, if you don't care about the surprised looks of your colleagues) or create an environment where external stimuli will not disturb you. For this purpose, you can use a silent phone, turn off desktop notifications, set hours to relax and focus on work (for example, Tuesdays from 10:00 to 14:00) or work from home one day of the week.

¹Joshua Foer

3. Try the Pomodoro technique:

Pomodoro technique can be a way to train your brain to focus, just like you train your muscles.

To perform the Pomodoro technique, you need to focus on a task for 25 minutes and then rest for 5 minutes. For every 4 25-minute periods, consider a longer rest period of 20-30 minutes. If it is difficult for you to concentrate fully on a task for 25 minutes at first, you can start with 15 minutes and then gradually increase this time. In the end, you will reach a point where you will not even notice that these 25 minutes have passed!

4. Meditate:

Meditation is like exercising the muscles of the mind to maintain concentration and helps you to have a strong will. You don't have to sit still for hours to meditate, especially if you're just starting out. It is enough to close your eyes and, for example, imagine yourself eating an apple and focus on the sensations you get when you bite into the apple. By doing this, you manage to focus on one thing for 10 minutes.

5. Put away the technology.

One of the important reasons for reducing our focus is technology. When faced with seemingly equally important tasks, the brain chooses the simpler task, and technology is almost always the simpler task. Even if it is impossible for you to give up technology because of your job, try to set limits for yourself. Use apps that reduce the impact of your online life. for exampleUnroll.me summarizes all your daily incoming emails and shows them to you in the form of a report.

6. Do important things.

"Dwight D. Eisenhower"¹says:

"What is important is rarely urgent and what is urgent is rarely important".

We tend to focus on the immediate and don't take enough time to focus on the tasks that really matter. Doing such useless and time-consuming tasks means that we have put ourselves in a difficult situation. We act only based on the list of tasks that we have set for ourselves and do not pay attention to the importance of the tasks. The meaningful things that lead to our achievements are our important things. According to the Eisenhower matrix, try to do important but non-urgent tasks as much as possible.

7. Find your motivation or the important "why".

One of the reasons why we cannot focus on something is the vagueness of motivation; We don't know "why" we do what we do. Sometimes this lack of motivation means that you don't know why doing a certain thing helps to achieve a goal, and sometimes you don't know why you are trying to achieve a goal at all. When the motivation is clear, the attitude will also change and the way of doing the work will change. When you are truly passionate about what you are doing, it will be much easier to focus on it.

¹Dwight D. Eisenhower

The twenty-first law: concentration

One of the main success factors is concentration.

Dr. Abozar Shahpari

Human brain function includes a set of cognitive abilities such as memory, reasoning, concentration, imagination, creativity and intuition. When you improve one of these abilities, the others are affected as well. Of all these abilities, the power of concentration is probably the most impressive. What is the power of concentration that is so effective in human life?

Concentration is one of the most important factors for people's success. An LED lamp lights up the house without any harm to people; But when focused on a metal it can cut it. This shows that concentration can improve performance.

The more a person's concentration power is, the more and better he can control life conditions.

The focus of the main muscle of the human brain.

Concentration is the executive function of the brain and mind and the main ability that controls all other mental abilities. Improving concentration has the greatest effect on mental performance and human brain power. A brain with poor executive performance is like a company with an ineffective CEO. The more a person's concentration power is, the more and better he can control life conditions. Having strong and weak concentration power

is like having control over life and mastering it compared to being controlled by life and being at the bottom of life; It means to be the owner of your mind and future or a slave to your past.

As mentioned, concentration is a skill that controls the brain. The amount of people's attention plays an important role in their concentration. A person who uses all their attention to do something can largely avoid problems and errors, but it takes a lot of practice..

With a simple example, we can explain what concentration is and what is the difference between strong and weak types of concentration? A weak and scattered focus may appear warm and tepid, while in a strong state it is sharp and forceful; Like when you use a magnifying glass to focus sunlight. Sunlight is scattered, warm and relaxing; while concentrated light becomes very powerful. Ultimately, it's not just about how to get the most out of your mind; Rather, you should achieve the best that life can offer you.

Deliberate and conscious concentration to organize and complete tasks or learn new things is difficult for people with low concentration.

The power of concentration.

Now that we understand what concentration is, we must know how much our concentration is and what steps we should take to increase it. Most people don't realize how weak they are in controlling their focus; Because they have never had the experience of mastering the power of their mind before, and in fact, they have no reference to compare. Most people's minds are influenced by external and internal factors that they have no control over, and as a result, their lives are also affected by these factors..

People with low concentration power are careless and can hardly keep their thoughts on a single subject. These people simply get tired of doing something they don't like after a few minutes; But they can focus on their favorite tasks automatically and without effort. It is difficult for these people to focus deliberately and consciously to organize and complete tasks or learn new things.

These people have a hard time completing projects on time and usually manage to do so in 90 minutes. They wander between tasks and things, procrastinate and forget. They always make wrong decisions, take action without thinking and foresight, use other people's time wrongly, and are always worried and stressed themselves..

Gloria Mark, a professor at the University of Irvine in California, believes that when people lose their focus, they need 25 minutes to refocus on their work. Some studies on this topic show that recovery of concentration is 5 minutes for some people and 15 minutes for others. So losing focus costs people a lot.

Some studies show that the employees of an office lose their concentration after every 3 to 10 minutes of working; But no research has been done on whether this time interval between work has an effect on the quality of work or not?

You may imagine that the most common reason for people not to focus is external factors such as colleagues, phone calls or emails; But according to Gloria Mark's research, in approximately 44% of cases, people themselves cause them to lose focus.

Below is a list of several symptoms associated with poor concentration. If you experience any of these symptoms, you should consider ways to increase your focus:

- You have a hard time focusing on the tasks that need to be completed
- You have little control over sudden actions
- You simply get distracted by irrelevant scenes and sounds
- You have frequent restlessness and boredom
- You have frequent fatigue
- You have little tolerance and capacity in the face of disappointment
- You have physical restlessness and a tendency to addictive behaviors
- You can't go into details and you make many mistakes due to carelessness
- Rarely can you follow instructions accurately and completely
- You lose or forget things like pencils, books, and tools you need to do things.
- Planning for the future and following plans is difficult for you
- It is difficult for you to plan the order of doing different things
- attention deficit disorder(ADD) and attention deficit hyperactivity disorder (ADHD).

The ability to maintain focus is one of the keys to success in the business world.

The basis of mental performance and concentration.

Mental training comes in many forms. The most common type of education is provided at school; where special emphasis is placed on acquiring information and reasoning ability of children. There are also special training courses that teach memory techniques, speed

reading, creativity, intuition and concentration. It seems that the basis of successful mental performance is the ability to pay attention and focus. You need this skill to do anything with your mind. The more you can focus, the easier it is for you to complete your work. Most people are aware of the importance of this skill, so that the yogis of the East put a lot of emphasis on teaching this skill to their students; Businessmen and people in the business field often say that the ability to maintain focus is one of the keys to success in the business world, and sports coaches always talk about the importance of this issue.

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The twenty-second rule: decisiveness in speech and decision

If you are not decisive, you will be oppressed.

Dr. Abozar Shahpari

What is determination or decisive behavior?

There are many definitions of assertiveness in various sources, for example, insisting on the recognition of one's rights in an honest and positive way (Oxford).

Assertiveness means pursuing needs and desires without harming the rights, value and thoughts of others!

What are the characteristics of assertive behavior? You will find out later!

Three characteristics of decisive behavior

Assertive behavior has three very important characteristics, if none of these characteristics are present in your behavior while dealing with others, you should know that you have non-assertive behavior:

1. To be respectful:

The first point here is that no human being has the right to disrespect any other human being! Let me give an example so that you can understand it better: even if they arrest a serial killer right now, no one has the right to insult him, beat him, etc. It is the law, he is supposed to be punished for his actions, but you and I, the citizen, and no one else, have any right to insult him..

2. Being decisive:

Being assertive means not being shy and aggressive. This means that when we can say that our behavior was decisive, we are sure that we have not been careless out of shame, and we have not insulted and misbehaved out of aggression..

3. To be fair:

Finally, if you express your request in a firm and firm tone, but your request is not fair and the other party has done your request for any reason such as fear and embarrassment, that means you have acted aggressively! Therefore, the last characteristic of assertive behavior is its fairness.

Why should we be decisive? The importance of being decisive in behavior!

Even if we have nothing to do with how much assertiveness has a positive effect on our lives, we should know that in the world of psychology there is something called systems thinking, which is a really broad concept, but in short, it says that we humans are together like a system. And our every behavior has a positive and negative effect on this system. Now, when you choose not to be a decisive person, you will certainly accept the cruelty of others many times a day. The point is that based on systemic thinking, when you accept this oppression and do not show determination, you have actually helped the oppressor to grow and expand his behavior.!

Therefore, with this behavior, we hurt not only ourselves but also others. In the following, you will get to know the relationship between self-esteem and assertiveness.

Before that, let's read together the advantages and disadvantages of being decisive:

Advantages and benefits of being assertive

- Assertiveness helps you achieve your logical goals
- Decisive behavior will help you defend your right and not let others trample it
- Assertiveness increases your self-esteem and self-confidence
- Decisive behavior makes people recognize you as a respectable person
- Assertiveness creates a healthy and transparent relationship for you
- Assertiveness makes people around you not to allow themselves to have uncomfortable behavior with you
- Decisive behavior removes the burden of additional responsibilities from your shoulders

Disadvantages of decisiveness and the risk of decisive behavior:

Of course, attributing the word fault may be a mistake, but in any case, decisive behavior may also bring you risks; For example, you may lose some of your relationships due to determination! In fact, most of the time, unhealthy people who cannot tolerate others' assertive behavior with them, stay away from them.

In the same way, determination may cause you to be in a relatively difficult situation at times; For example, a discussion with your boss, who has been alienating you until today, or a discussion with a stranger who wanted to take your rights. Of course, in the end, it can be said that the disadvantages of decisiveness are also considered as an advantage.

What is the relationship between decisive behavior and self-esteem?!

The result of this part of the research is very important!

First of all, let me say that a person who has self-respect respects both himself and others and considers all people equally worthy of good treatment. Now with this definition, pay attention to the following:

- If I consider the other party respectable and myself disrespectful, I show my shyness; For example, if the seller doesn't return the rest of my money, with excuses like it's not worth it, I have the right to be indifferent because I actually consider the other party more valuable than myself.
- If I consider the other party and myself to be disrespectful, I try to show unbearable behaviors such as whining and nagging. I may show this behavior in public or only in my solitude.
- If I respect myself and consider the other party disrespectful, i.e. pride and narcissism, I start being aggressive in this situation.
- But in the end, when I respect myself and the other party, my behavior will be decisive.

The twenty-third law: Verbal communication

Verbal communication is the art of public relations of a person.

Dr. Abozar Shahpari

"verbal communication"¹ That is, use language to convey your information, thoughts and feelings to others. The ability to speak is a part of verbal communication skills, but it does not cover all topics of this skill. How you convey messages to the audience and how you understand their message is an important part of this skill that many people need to develop. In fact, the way you communicate is more important than what you say. For this reason, you can use non-verbal communication such as body language in addition to words to strengthen your communication.

Below are some behaviors related to effective verbal communication skills:

- Active listening
- Ask for more details
- Asking questions that do not have definitive answers to foster critical thinking
- Understanding and responding to the non-verbal communication of others
- Speak clearly and concisely

¹Verbal Communication

- Using a humorous tone to communicate with the audience

Communicate.

Verbal communication generally occurs in two modes. The first mode is "oral" which takes place in face-to-face communication, phone calls, seminars, etc. The second mode is the "written" type, which we use in letters, emails, short messages, etc. to communicate verbally. In both of these modes, there are two types of communication forms that we will mention below.

Official communication:

In this case, the speaker conveys his message to others in an official way and in an official format. For example, talking to a university professor about a scientific topic or writing an email to the manager, both are in this category of verbal communication..

Informal communication: In this case, you don't follow any formalities to convey your message and you talk to the other party in a completely simple way. This type of verbal communication is common with friends and family members. When you send a message to your friend online or talk to your sister on the phone, you usually use this format.

Rule twenty-four: eye contact

Speaking with the language of eyes increases the power of words.

Dr. Abozar Shahpari

When we talk about body language and non-verbal communication, quickly talk about eye contact and eye contact¹! It is associated in our mind.

The importance of eye contact:

The importance of eye contact is such that it can be claimed that by removing eye contact, part of the content of the conversation is simply not transferred. Maybe in a phone call or correspondence, we have to use a few words and sentences to convey a message that is conveyed by the eyes in one second..

In many cases, the language of eyes replaces words, and we convey our messages to the other party with just our gaze. for example:

When in a restaurant, we look at the waiter and tell him to come to our table.

When we try not to make eye contact with a certain person in a meeting and in this way, we show him that we do not have a positive feeling towards him..

When we stare at a distant point, we tell the other person that we are thinking and non-verbally ask him to stop the

¹eye contact

conversation for the moment so that we can think for a while..

When we try to convey our positive feeling and love to the other party without talking and just by looking. The intensity of the effect of eye contact is such that when the other person is of the opposite sex, staring into his eyes for two minutes in a friendly conversation can create a significant feeling of affection and passion.

If you think about your daily behavior, you will find more examples of the importance of eye contact. For example, maybe you are one of those people who, when they hear a funny joke in a friendly group and want to laugh, they immediately make eye contact with the person they feel the most affection and closeness to..

If we want to talk with the literature of mutual behavior analysis, we can say that eye contact is something like caressing and carries the same functions..

Types of eye behaviors:

In order to use our eyes in communication and negotiation in a better way, it is important to know the types of eye behaviors. Some of the most common and widely used eye behaviors are as follows:

Eye contact.

Eye contact means that we occasionally look into the other person's eyes and look away from their face again.. Usually, this type of looking is not directly at the other person's pupil; Rather, we search the space between the forehead and the eyes with our eyes.

How much to make eye contact and how much to break eye contact does not have a specific formula or rule; But it is important to remember that continuous staring and complete loss of eye contact is not desirable. Because

staring annoys the other party and completely cutting off eye contact sends other messages to him..

Therefore, it can be said that constantly connecting and disconnecting eye contact is the best form of eye contact.

Staring into the other person's eyes.

Staring is another type of eye behavior that we all experience. In staring, the eye stays focused on the other person's face (and usually on their eyes) for a long time. In very close emotional relationships, such behavior can be interpreted as love; But in conventional relationships with more distant people or in negotiations and the workplace, staring can be interpreted as a form of aggressive behavior..

For this reason, we usually use staring to express anger, or to object to the behavior and speech of the other party..

Also, probably for the same reason, staring too much into the other person's eyes reduces our power of persuasion, because we put him on the defensive by sending an aggressive message.

The twenty-fifth law: Sensory communication

Sensory communication penetrates the heart.

Dr. Abozar Shahpari

Sensory and intuitive communication reveals another facet of human personality. How does each person collect and process information? How do we extract meaning from information: from the data or from the depths of the data?

Being sensual and intuitive

In the discussion of sensory personality type and intuitive personality type, we pay attention to the way people encounter information and the way they receive and interpret information. This section describes how inclined you are to the type of information you trust most often. What kind of perception do you prefer to use? Do you value more information that comes through your five senses (sensory) or do you value more information that enters your consciousness through vision and imagination (intuitive)?

If you are sensual, your main characteristic:

FACTUAL INFORMATION/ DETAILS/ EXPERIENCE/
PRESENT TIME

People who are sensual are immersed in a constant richness of sensory experience and thus seem to operate more on the physical reality of everyday life. They tend to

be preoccupied with things that are practical, in the present, current and real. Sensual people who are in touch with their five senses approach situations based on factual information. Therefore, they often have a good memory for details, are accurate in working with information, and remember facts and aspects of events that did not even seem relevant at the time they occurred. Sensory personality types are often good at seeing practical applications of ideas and probably learn best when they first see the practical side of what is being taught. For the sensory personality type, experience is much more important than words or theoretical issues.

If you're sensual, you probably:

You remember events as images or snapshots of what actually happened.

You solve problems by scrutinizing the situation to fully understand it.

You are pragmatic and practical and pay attention to the "result" ..

You get the general picture from real information.

You prioritize experience and have less trust in words and symbols.

Sometimes you are so focused on factual information about the present or past that you ignore new (future) possibilities..

If you are intuitive, your main characteristic:

Symbols/ patterns (mental)/ theory (or theoretical issues)/ future

People with an intuitive trait are immersed in their ideas of meanings or (mental) patterns. They often understand things through intuition rather than hands-on experience. People with the intuitive personality type are often

mentally engaged with things that are likely/possible and new. Their bias is more towards the future. They are often interested in abstract and theoretical issues and are likely to enjoy activities where they can use symbols. Their memory often consists of a general idea of the essence of an event rather than a memory of the exact words and experiences associated with that event. They often like the concepts themselves, even concepts that have no immediate application. They learn better when they have a general idea of the idea being taught from the start.

If you're intuitive, you probably:

You remember events through what you interpret as they happened.

You solve problems through immediate insight.

You are interested in doing things that are new and different.

You start with the bigger picture and then get down to the finer details.

You place too much trust in intuitions, symbols, metaphors, and less trust in what is actually experienced.. Sometimes you get so focused on the new possibilities that you lose sight of the practical realities that bring you back to reality..

Which feature is better?

None is superior to the other. In fact, the functions in the world are integrated as a whole. A whole that consists of different styles and behaviors. All of us are in a sensory state at times and in an intuitive analysis state at other times. In other words, we use the combination of sensory and intuitive tools to better understand and interpret environmental information.

What inMBTI is taken into consideration, the question is which situation is dominant in us and is observed more? Let's say there is no race between intuitives and sensualists in the world, it's like a team game where the winners are the people who can work well together despite their differences.

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Twenty sixth rule: Be a good listener

A good listener is patient.

Dr. Abozar Shahpari

One of the most important skills to communicate usefully, effectively and positively with others is to be a good listener. Maybe this category seems easy and obvious! But actually being a listener is not an easy task. Being a listener does not mean that only our ears hear the voices of others, because in this case most people have the ability to hear naturally; While being a listener is more than the power of hearing. Being a listener brings a kind of attention and respect to the speaker. Therefore, people who are good listeners are popular among others and are loved by friends and acquaintances in any environment. In this section, we are trying to show how we can be a good listener by presenting five simple and practical solutions. How to use storytelling skills to convince others?

How to strengthen active listening skills in ourselves?

The first solution: keep your wits and attention right here

When you are talking to someone, don't allow your mind to wander in a space other than your current situation. The story of this famous verse from Saadi who says: "You have never heard of an absent presence, I am in the middle of the crowd and my heart is somewhere else" which is not pleasant at all for others. For this, you need

to forget all your personal problems during the conversation. Do not check your cell phone messages. Do not visit virtual networks. Don't think about the unfinished business you have. Don't even think about the movie you watched last night or the content of the last book you read.

Second solution: Don't think in advance about the answer you have to give to the speaker

One of the most obvious reactions we have during a conversation is that instead of listening to him and instead of understanding the sentences he uses, we think about how to respond when he speaks. In this case, we lose a large part of the speaker's words. It is better to pay attention to the thoughts and opinions of the speaker before doing anything and before preparing a tooth-breaking answer. Enjoy the sound track and the words he uses. Even if we disagree with what he is talking about, it is not permissible to think of an answer before he finishes speaking..

The third solution: Don't stay motionless like a statue
It is true that we say that the listener should pay attention to the speaker; But that never means staying neutral. A good listener should show the speaker that he is listening by using non-verbal cues such as nodding his head to confirm or reject the speaker's words, smiling or raising his eyebrows and changing the position of his eyes. Non-verbal cues actually show the listener's attention and alertness.

The fourth solution: Do not speak until the speaker has finished speaking

No speaker likes someone jumping in the middle of his speech. It is far from polite to leave his words unfinished when someone is speaking and speak our own words.

Therefore, it is better when you feel that the speaker's words are finished for now and there is a long pause, shake your head after a few seconds, which means that you have heard the speaker's words, and then speak. Such a conversation will be enjoyable and positive, even if the speaker and the listener do not agree on the subject..

Fifth solution: If you don't understand a part of the speaker's words, don't take it personally!

When the speaker talks about a vague and behind-the-scenes topic, don't just accept what comes to your mind. It is better to ask him or ask him to explain more. Say frankly that you do not understand. In this case, you will be safe from the possibility of misunderstanding and the consequences after that, and you will show the speaker that all your intelligence and senses are the sum of his words..

Of course, be careful that your question does not have the aspect of blaming or negating the words of the speaker. Ask very softly and using flexible words and away from reflecting your personal opinion.

The twenty-seventh rule: respect for others

By respecting others, you make yourself big and popular.

Dr. Abozar Shahpari

Respect others

Respecting others means that by accepting the differences of others, we can have a peaceful coexistence with them without conflict..

Respect means allowing each person to live as he likes, rather than trying to change his opinions and behaviors according to our own will. In fact, with respect we can show others that we accept them as they are.

When we respect someone, it means that we value them and care about how we treat them..

Respecting someone means showing kindness, empathy, compassion and mercy for their mistakes. The characteristic of kindness is that you see a person's faults, but you ignore them. Empathy means that you put yourself in that person's place and look at the problem from his point of view. Compassion and mercy mean that we are all human and deserve approval and no one is better than the other.

Why should we respect others?

It might be interesting to know why we should respect others at all?

Of course, you have to respect others in order for them to respect you.

Respect creates a feeling of trust.
Civilized people always respect others.
Being respected makes us feel good.
Good behavior is promoted with respect.
We respectfully accept the rights of others and make them
be their true selves.
Respect creates a positive environment in which
relationships improve.

How to respect others?

Respect is not just words. You must show in practice that you value and respect people. Here are some ways to show respect.

1. Active listening:

When someone is talking to you, respect and politeness dictates that you listen carefully to what he is saying and not to be distracted. Sometimes people check their phone while others are talking. They talk to another person in the middle of others' words and these are signs of disrespect. Active listening means to understand what the other person is saying and to have an appropriate response. Eye contact or asking questions can indicate active listening.

2. Understand others:

Of course, everyone likes to defend their opinions, but when someone expresses his opinion, you quickly disagree with him, it is not good and it is a sign of disrespect. Instead, try to understand why the other person expressed this point of view. Even if you don't agree, you can still learn something new from him.

3. Show empathy:

Maybe you don't accept the other person's words at all, but you should respect that person's opinion because everyone has the right to be what they want. Even two

people who grow up in the same family have different views.

Apologize when you make a mistake. When you realize you made a mistake, don't try to cover it up or deny it. Feel free to say sorry. By apologizing, you raise your value and respect the other person.

4. Be polite:

Being polite is a way of respecting others. It is a sign of being polite and respecting others that you try not to say irrelevant words in front of others, do not humiliate anyone, do not use inappropriate words and generally maintain respect..

5. Self respect:

What does self-respect mean? Every person must respect himself before he can respect others. If you don't think positively about yourself, you can't think well about others. Basically, a person who respects himself treats others the way he wants to be treated..

Self-respect comes from self-esteem. A person with high self-esteem respects himself because he believes that he is a lovable and valuable person..

If you do not have self-esteem, others will not value and respect you, and even if they do, you cannot accept it because you do not consider yourself worthy..

Therefore, respect for others begins with self-compassion and self-respect.

6. Respecting elders:

We have always been advised to respect our elders, but in today's society where people are more aware of the world's information, should we listen to all the words of our elders or not?

Respect is always good and all people, whether from the old generation or the new generation, should make it a priority in their lives, but the fact that sometimes our opinions are different from the opinions of the elders is not a reason to disrespect the elders or speak harshly to them.

We can express our opinions but at the same time respect our elders. When you are sure that what you want to do is right, do it with respect and courtesy.

The fact that a person is older or older does not mean that all his opinions and arguments are correct. As a result, you use their opinions, but respectfully act according to what you believe is right.

The twenty-eighth law: Credit

Credit is wealth that never ends.

Dr. Abozar Shahpari

What is the importance of credit?

Let's say you work under a manager who has a lot of credibility. Most likely, he will inject a lot of energy and excitement to the team. You trust that he is doing the right thing for the right reasons and you trust his judgment. With credibility, effort, seriousness and commitment, the manager attracts the people who work for him; But credibility is important not only in the role of leadership and management, but also in various dimensions.

For example, professional salespeople need credibility to succeed in their work, because people are not interested in buying from someone they don't trust or someone who doesn't know enough about their product. You also need credibility when presenting content and teaching others.

How to get credit?

Regardless of your role and position, you need to be credible. Earning credit takes time, patience and persistence. To get credit, pay attention to the following points:

1. Character shaping:

If we consider credibility in the form of a pyramid, your character and having stable moral principles form its foundations..

To build character, you must first identify your core values that you are not willing to compromise. There are those with a strong character who stand up for what they believe in, even if it's against what others think. Take the time to get to know yourself and what you really care about, and identify them so you can stand up for your values and choices when needed..

Truthfulness is also necessary to gain credibility. People need to recognize you as someone who does the right thing for the right reasons. To maintain your integrity, think carefully about your choices and the promises you make, and never make a promise or accept a commitment that you cannot properly fulfill. When you make a mistake, take responsibility for it and do whatever it takes to make up for it..

You also need to be reliable. Trusted people do what they say. They do not hide their true intention and how they act to achieve this intention. That's why it's important to know yourself inside and out and show that you can be trusted in everything you do..

2. Expand your expertise:

The more expertise you have and the more you can demonstrate this expertise to others, the more credibility you will gain.

To gain expertise, choose a specific area, an area where mastery is fundamentally more important, useful, and impactful to your role in the organization or industry in which you work. This will help you focus your efforts on

one area of expertise and make sure you don't overdo it. For example, if you are an engineer, you can increase your specialized knowledge about the materials that are used in your company's products. Also, try to stay up-to-date on your industry. When you are well informed about the trends and changes and developments in your industry, people can trust your opinions.

Just as the reputation and credibility that comes from expertise is important, maintaining it and admitting what you don't know is also very important. When you use guesswork and act outside of your area of expertise, you run the risk of giving wrong information, making wrong decisions, and leaving a bad image of yourself in people's minds. This incident will question the credibility and reputation of your expertise and will damage your reputation.

3. Be transparent.

People will trust what they see with their own eyes. When you act transparently and honestly, other people will not guess your intentions and will see your intentions in your actions. Keep this in mind when dealing with your customers, team members, or business partners. When you are transparent about your intentions, values, and goals, you will gain the trust of others. Also, keep the lines of communication open for the other person, especially when you have bad news for them.

One of the most important parts of being transparent is sharing information about yourself. For example, the findings of a study show that among university professors, those who share their personal information with others have more credibility than other professors..

The twenty-ninth law: Loyalty

Loyalty is the characteristic of committed people.

Dr. Abozar Shahpari

What is loyalty? The most common definition of loyalty in relationships

In the definition of loyalty, it can be said that being steadfast towards the commitments made between two people is one of the clear examples of this word. Loyalty means unconditional adherence to a person or thing for which we have accepted an oath or a promise..

Leave the temptationand avoiding forgetting about the promises and agreements made in the relationship are the main parameters of loyalty. Lifelong companionship with a life partner and following the plans and affairs that both have agreed upon satisfactorily.Aid is also another aspect of loyalty.

Loyalty creates mutual trust between spouses and this brings satisfaction and happiness in the marital relationship.

How to be faithful?

In order to be loyal to anything or anyone to whom we have accepted obligations, we must observe the following parameters for life:

- ✓ Adherence to the promises and appointments that we have agreed upon at the beginning of the relationship
- ✓ Pursuing joint plans with your spouse to build relationships
- ✓ Create a sense of trust in the relationship
- ✓ Prioritizing your spouse and romantic partner over others
- ✓ Creating healthy and principled boundaries in relation to others
- ✓ Not having an emotional relationship with unauthorized people
- ✓ Keeping marital secrets and not informing others about them
- ✓ Forgiveness and passing away from the possible mistakes of the spouse
- ✓ Accepting behavioral and personality changes in the course of living together
- ✓ Not judging one's wife
- ✓ Not hiding affairs and events from the wife
- ✓ Explanation of loyalty in love

Loyalty is a powerful and admirable word that can always be observed in a joint life, which can promise a successful emotional relationship in the path of life..

Creating positive feelings around selflessness and mutual trust is one of the main criteria of loyalty in love.

Adapting to the spouse's behavioral characteristics and trying to change or modify them are mainly examples of explaining loyalty in love..

Among the signs of loyalty from people in a joint life are the categories and the following:

Signs of a faithful woman

Among the signs of faithful women, which Iranian women can be considered as an irreplaceable example, are the following:

- * Loyal women mostly tend to talk about their daily events with their husbands.
- * Giving priority to the wife over family members is one of the signs of loyal women.
- * The purposefulness of a faithful woman to win her husband's opinion is always continuous.
- * Honesty towards matters of common life and establishing healthy relationships with others are among the priorities of loyal women.
- * Informing her husband about important secrets and getting help from her is another aspect of faithful women's behavior.

Signs of a faithful man

- * Loyal men are mainly identified by the following behaviors and actions:
- * A faithful man shares all his daily events honestly with his wife.
- * A faithful man is compatible with his wife and avoids violence in the marital relationship.
- * The main investment of loyal men is towards their first class wife and family.
- * A faithful man has an emotional relationship and intimate relationship with his wife.
- * Lack of doubt and avoiding looking down on his wife's behavior is another characteristic of a faithful man.

Consequences and effects of fidelity in cohabitation

Loyalty is a behavior for which people will receive points. These privileges distinguish loyal and unfaithful people and cause a sense of peace and happiness and fulfillment of expectations from personal and emotional relationships..

Spending time and energy in a purposeful way and out of desire and interest for the one we are loyal to is one of the most important aspects of loyalty..

The consequences and effects of fidelity in a joint life include the following:

- ❖ Achieving common goals as soon as possible with your spouse or romantic partner
- ❖ Enriching relationships and deepening connections with the person we are loyal to
- ❖ Reducing stress and diseases caused by loneliness such as depression
- ❖ Getting support from the spouse and neutralizing problems
- ❖ Improving the standard of living financially and socially

Causes of infidelity in people

Despite all the benefits and constructive and positive effects that loyalty has in people's lives, sometimes we see infidelity among some couples..

The causes of infidelity in people include many things, the main ones are mentioned below:

- ❖ Anger and revenge from the spouse due to emotional expectations not being met
- ❖ Emotional and physical distances from the spouse
- ❖ Being in dangerous situations and prone to establish relationships with unauthorized people many times

- ❖ Mental illnesses and behavioral disorders
- ❖ Lack of self-confidence
- ❖ Sexual diversity
- ❖ Many behavioral differences with the spouse
- ❖ Constant rejection by the wife

Consequences of infidelity between spouses

When people forget their initial commitments and promises and appointments with their spouses during their life together and turn to unfaithfulness and betrayal to their spouses, they will always witness negative feelings and consequences, the most important of which are the following:

- ❖ Not experiencing satisfaction towards the new emotional connection
- ❖ A sense of failure and loss in unethical communication
- ❖ Losing one's dignity with one's children
- ❖ Suspicion of wife's infidelity on a reciprocal basis
- ❖ Constant rejection by people around
- ❖ The experience of feeling guilty about the betrayal of the spouse

The thirty law: Motivate others

Motivation is the driving factor for human growth.

Dr. Abozar Shahpari

Do you know that motivating others increases motivation for ourselves? When you see the positive energy of a person who is inspired by your words and actions, you also become happy and gain energy. We all need motivational factors to progress in life and achieve success. Increasing motivation is considered one of these factors and it lifts us from the place where we have stayed. A person who does not have the motivation to start new things, does not start and finish any important work, as a result, no progress will be achieved for him..

Methods of motivating others.

To achieve success in life, we need to provide various factors. One of the most important factors is increasing motivation. Do you think you can use time management techniques until you are motivated to do important things? Avoid procrastination and finish every issue on time? Undoubtedly, the answer to these questions is negative. Even if you start something without increasing motivation, after a short period of time, you will give up on that path and stop. Motivation creates the desire to spend time, manage time, plan and provide other factors

to achieve success. Now, the important point in this case is how to increase motivation.

The motivation and enthusiasm of each person, in addition to being strengthened by himself, also increases through the effective actions of others. You must have been in a situation where someone around you has increased your motivation. Motivating others can be done by anyone. Just as one person motivates you, you must learn ways to motivate others and not break this chain. Don't forget that this world is so big and wide that no one's success will stop you from achieving your desires. For this reason, in the following article, we mention some of the most important ways to motivate:

1. Pay attention to the work of others.

If you are going to motivate your friend, colleague or a family member, it is better to pay attention to his work in the first step. All of us are happy when we see that someone pays attention to our work, that the results of our actions are important to him, and at the same time, he neither interferes nor blames us. Our enthusiasm to do our work increases and we absorb positive energy from the other person. Therefore, to motivate others, don't ignore their actions.

2. Accompany and help.

Another thing that encourages, makes you happy, and increases enthusiasm and motivation is companionship and helping..

Someone who is in sensitive situations in life and needs the help of others will feel relaxed when you are by his side and will move towards achieving his wishes with strong will. Therefore, as one of the ways to motivate others, you can be by their side, accompany them in

sensitive and important situations in their lives and provide timely help.

3. Control your emotions and words

Our words, in addition to being able to increase enthusiasm and motivation, also have the ability to discourage others from doing their work. Having said that, you have to control your words to motivate others. Avoid saying disappointing words and sentences and also manage your emotions. An emotion that is expressed at the wrong time can destroy all hope and motivation of a person. For example, anger, aggression and even being upset about doing constructive work of others reduces their motivation..

The thirty-first law: charity, compassion and forgiveness

Being generous requires a big heart and a strong will.

Dr. Abozar Shahpari

I will never forgive my friend!

I can't forgive myself!

You have probably reviewed these or similar sentences in your mind many times. When we say these words, we are actually emphasizing that I cannot let go of the past and therefore I say no to life.!

When you don't forgive others, you are hurting yourself. It is you who does not forgive yourself, because the other person may not know how you feel!

Saying no to life means freezing in the past and losing the present.

In this situation, a person is always either a witness to great suffering or a witness to the boredom that comes from the boredom caused by the fulfillment of one's desire..

The main question is why do you live?!

Have you entered life to stay in a constant spiritual suffering?! Probably your answer to this question is no; But if this is your opinion, then why are you in spiritual pain? And your answer will probably be:

They don't let me enjoy life! who?! Society, friends, family and...

This article seeks to analyze this question and its answers. If you are forgiving, you are willing to give yourself a gift!

Maybe this sentence is a bit incomprehensible and dumb for you. Let's analyze this sentence a little.

Over time, the human mind and soul is filled with bitter experiences and failures. Therefore, there is no space in his thoughts and feelings for the entry of new phenomena. Everything is full and blocked. When you forgive something, a part of this space becomes empty and that's when it can accept something new, and creating this empty space to accept something new is a gift that a person can give to himself.

Therefore, any type of forgiveness creates an empty space in human thoughts, feelings and souls. Even forgiveness brings new and creative ideas and thoughts to continue the path of progress in life.

When we talk about forgiveness, we mean a lot more than just forgiving people for what they have done wrong to you. For example, kindness and knowledge can be included in this wide scope. When you extend your kindness, your circle of friends expands and you make room for amazing people to enter..

Forgiveness is a kind of forgetting. It is better to say that it is a kind of will aimed at forgetting. True forgiveness is forgetting and shedding the dark things in our mind and soul.

The very important point is that when you cannot forgive others, you will never be able to forgive yourself, because your mind is so blocked that you will not be able to see yourself even for a moment..

Forgiveness paves the way for change. If you don't forgive, you don't allow anything to change.

But when I talk about forgiveness, I always think of it as a kind of will. A will aimed at forgetting, a will aimed at change, and all this means, a will aimed at power!.

But what is meant by will?

From my point of view, man lives like a will in constant becoming, and the individual's life is also inside this will.

In my opinion, all achievements and successes are manifestations of will.

The main feature of this will is a kind of constant and non-stop burning desire and passion that cannot be quenched. A burning desire to stay on the path to perfection.

Will is the cause of all these events in life. When you don't forgive someone, it comes out of your will to do so. The question is, why are you willing to move towards suffering??

This question is the same as the first question of the article:

Are you determined to stay in a constant state of mental anguish in life??

The terrible thing is that the will never wants to stop moving, because the will is a pure desire for something. Therefore, if you have determined not to forgive, you have channeled this desire into your own suffering.

What creates our actions is will. The feelings, emotions, and desires that lead to our decisions and choices are actions that emerge from within the will..

Therefore, forgiveness is an action that came out of a will directed to life and power, and not forgiving is an action that came out of a will directed to suffering..

Now, forgiveness can be material and financial, it can be spiritual. Being generous doesn't need a big pocket, it needs a big heart.

By giving kindness to others, you can penetrate their hearts and become charismatic.

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The thirty-second law: Empathy and sympathy

Empathy and sympathy are two components with which you give peace to the other party.

Dr. Abozar Shahpari

Empathy¹ and sympathy² Among the concepts that, despite their fundamental differences, have conceptual similarities and closeness, which makes them used interchangeably in many cases. Empathy and sympathy are unique skills that have their own special application when necessary. Being equipped with the two skills of empathy and sympathy requires being kind, compassionate, and compassionate, which ultimately leads to supporting people who are in pain and suffering.. First of all, it is necessary to learn more about the definitions of empathy and sympathy. According to the definition of "Carl Rogers":

Definition of empathy.

It means understanding the other person's personal world, as if it were our own. Empathy means feeling the anger, fear, worry and confusion of the other person, but without getting angry, afraid, worried or confused ourselves. With the skill of empathy, people will be able to look at the world around them through the eyes of others.

¹Empathy

²Sympathy

"Haniez Kohat" in the definition of empathy, from the term vicarious introspection uses. In other words, empathy means to come into my existence and search for me, me and my world on my behalf, and see and understand the way I see the world.

Definition of sympathy.

Based on topics related to emotional intelligence, empathy has two cognitive and emotional aspects. Therefore, in cases of emotional use, sympathy can be used instead of empathy. In this way, the cognitive aspect is important in empathy and the emotional emotional aspect is important in empathy. This distinction is also effective in the accurate and appropriate application of these concepts.

Approaches of empathy and sympathy

Empathetic people, instead of pity and sympathy, by listening well, paying attention and respecting the other party, not judging, focusing on the message and trying to understand it, paying attention and focusing on the content of the message and the feeling hidden in the message and recognizing the message They communicate with others. Empathy enables people to put themselves in the shoes of others and understand and receive the feelings and emotions of the other party without experiencing the same feelings. People who have empathy skills have a proper way of dealing with the injured person and can support them in dealing with problems with their suggestions and recommendations. Empathy does not require a person to experience the same feelings as the injured person in order to be able to help. For example, the requirement for a doctor to help a patient and to be able to understand his condition is not to be affected by the same disease..

In sympathy, people focus on the other party's emotions and feelings and express pity and compassion. They convey this message to the affected person that they are genuinely interested in what they have to say. These people are affected by the feelings of the other party and focus on his feelings and emotions.

These situations and behaviors may sometimes make the other person feel humiliated. It can also contain the message that the listener is a weak person who is only affected by emotions rather than receiving and understanding the message..

But among the useful skills of empathy and sympathy are:

- * listen well
- * listening without judgment
- * Pay attention to the feelings of the other person.
- * Having a positive attitude in facing the negative emotions of the injured people.
- * win the other person's trust with patience and tolerance,
- * And reacting to his emotions with emotions, in a way to show him that you understand his worries and pains well.

Benefits of empathy and sympathy

1. Helping others leads to the advancement and excellence of a person and encourages him to behave similarly.
2. Kindness is contagious. Love spreads from members of society to the whole society. In fact, the person who receives help becomes the transmitter of kindness.
3. It reduces the possibility of avoiding suffering and injured people. Usually, people in society have been

conditioned to avoid facing sad and offended people, because it is painful for them to observe the suffering of others; But a person who is equipped with the skills of empathy and sympathy, due to his kindness and compassion, does not experience negative emotions when dealing with these people, and as a result, he can take an empathetic action with a suitable approach..

4. Studies show that kindness is the attractive factor of people, regardless of their gender. Kind and compassionate people are popular with others and have a special charm.

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The thirty-third law: Preservation of prestige

Prestige brings charm.

Dr. Abozar Shahpari

One of the charismatic components is being prestigious. In order to show a dignified and respectful personality and to attract the attention and respect of others, we must have appropriate gestures and behaviors; Behaviors that although we have learned most of them in social interaction, there are still many small and subtle points that we are unaware of, points that we refer to as social etiquette..

Observing some social customs will help you to improve your social status and transform from a common person to a distinguished and perfect human being. By following these simple tips, others will place you among the original and cultured people; A person whom others wish to associate and partner with.

These social dos and don'ts exist in all societies in the form of fixed and common patterns, but of course, their form in each culture depends on the system of values and beliefs of that society..

Hence, although all societies consider some behaviors to be polite and others to be impolite, what is polite or not is defined only by the culture of each society, so that acceptable behavior and customs within the same category are possible. In the other category, it is not liked at all.

For example, among the Eskimos, it is customary for a guest to wipe his lips after eating in such a way that they make a sound to show that the food was good for him, but we consider this to be inappropriate. In Africa, when meeting each other, the savages say to each other, "How do you sweat?", when such a question is disgusting to us. Shaking hands with friends when meeting is common in many countries of the world, but the Chinese put their hands together and shake instead..

In our country, when we stand in any line, keeping a distance between two people is nice, but it is not customary and there is almost no distance between two people in a line, while in European countries, not keeping this distance is a kind of violation of the privacy and individual rights of people. is considered and will bring strong reactions.

In many countries, it is a sign of politeness to remove the hat, but the natives of Ghana in Africa, instead of this, drop their hat from one shoulder, but according to the order of Islam, when two Muslims meet each other, they respect each other by greeting each other..

Therefore, the way of social etiquette is different all over the world, but these etiquettes are everywhere for certain purposes such as greeting, shaking hands and respecting each other, introducing strangers to each other, good manners while eating, the manner of behavior and clothing in It is used in parties and workplaces.

How to greet and shake hands?

Greeting and shaking hands is the first and most important part of the set of social etiquette that exists among almost all religions, cultures and nations and has its own special customs and rules; For example, the French shake hands

when entering and leaving just like us. Germans only shake hands once.

Some Africans break after each handshake, which indicates liberation and freedom. People of some countries do not know how to shake hands. Americans also shake hands very firmly, which probably originated from heavy physical competitions such as Indian wrestling, but the most complex form of handshake is black Americans, which includes several complex actions. Afghans not only shake hands when greeting, but also kiss and hug when shaking hands. Shaking hands with the right hand and putting the other hand on the opposite shoulder shows that this person is trying to avoid kissing in some way. This situation can be observed in the official visits of various countries and officials and diplomats of the world. In our country, there are certain laws and customs in this field, which of course are mostly derived from Islamic culture.

Always take the lead while greeting the other party. This act of yours will always remain in the memory of the other party. Taking the lead in greeting also shows the humility, modesty and magnanimity of a person.

If you enter any assembly or gathering place, if the order of the assembly is not disturbed, greet in a loud and appropriate voice, even if you have a high position and rank and are older. Men should take the lead in greeting women. When teachers enter the classroom, they should greet the students and the students should stand in front of their teacher as a way of respect. Do not shake your head in response to someone's greeting, but try to respond to the other party's greeting with your tongue.

Greetings do not need to take long. Try not to take your time and others' time in greeting.

When shaking hands, do not hold the other person's hand tightly. Although this work shows intimacy with the other party, it is also uncomfortable and out of the ordinary. This issue should be considered especially in the first meeting. Of course, it is not right to shake hands loosely. A loose handshake indicates weakness, lack of self-confidence, interest and stability. Do not touch with your fingertips. If you did this in haste or by accident, be sure to apologize to the other party and greet them again with your full hand..

Say hello when you meet someone older than you, but don't extend your hand to shake his hand until he reaches out to you, and if you are an office or company employee, don't reach out to him until your boss wants to shake your hand..

When someone has several packages or envelopes in his hand and his hands are not free, you should not reach out to him so that he has to put down the packages to shake hands or hold them all in one hand or under his arm..

Don't shake hands with gloves, but if you don't have time to take them off, it's okay to apologize, but remember to say: "Sorry, I'm shaking hands with gloves.".

Note: Greeting and shaking hands is the first and most important part of the set of social etiquette, which exists among almost all religions, cultures and nations, and has its own special rules and customs.

Women are not always first

As you all know, women are always first, except in the following cases:

When going through revolving doors to swing the door, going through spring-loaded doors to hold the door, when entering a restaurant, going through crowds, when moving in queues (bus line, bank, etc.), when going up stairs, when going down Coming down stairs and seated rows (at cinemas, theaters, lectures, etc.) to make way for ladies (sorry gentlemen!) Always be polite. If you don't like someone, you don't need to lower your dignity to that person's social level.

If you want to be more polite

Be polite and polite to prove your superiority over that person. Never swear. Swearing and cursing is absolutely forbidden, because it shows that you are not able to use more suitable words to express your opinions. Do not speak loudly. When you speak loudly, you raise the stress level among those around you.

Talking loudly means that you are not able to have a rational discussion with others and shows your inability to reason rationally and that you want to force your words to prevail. Also, talking loudly attracts attention from people around you, albeit negative attention. Keep your cool and don't lose control, because when you lose control and freak out, you show everyone that you can't control your emotions..

Do not stare at others. Staring at others is a form of assault on them. Do not interrupt anyone. Allow others to finish speaking before expressing your opinion. If you have to do this, be sure to do it by saying "I'm sorry". Do not spit. Most men do this unconsciously.

Do not laugh at other people's mistakes. When you make a mistake, the only thing you expect from others is that they don't show your mistakes and ignore them. More

importantly, don't be mocked by them. When you are in a gathering, do not keep looking at your watch unless you plan to leave immediately.

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The thirty-fourth law: Hope

Hope is an opening for salvation.

Dr. Abozar Shahpari

When we were children, the world had a different color and smell for us. Our hopes and dreams were as wide as the sky and had no ceiling. Achieving any wish seemed quite possible; But as soon as we grew up and tasted reality bit by bit, a ceiling was put on the sky of our dreams and hopes. A ceiling whose height was decreasing every day and did not allow the light of hope and optimism to brighten our lives. The phrase "life is unfair" became our motto. The fire of desire to create change and transformation in ourselves and our surroundings was extinguished little by little and we raised our hands as a sign of surrender to the fate of life..

But is it possible to live without hope? You don't have to take long trips to the past in your mind to find hope. Hope and happiness can be found in every second of life. Isn't the sun that shines for us and the oxygen in the air to breathe a sign that the world still revolves according to our will? Can't a friend's smile be a sign of happiness and prosperity?

Being hopeful and hopeful.

Being hopeful doesn't mean expecting all your predictions about the future to come true and all your predetermined plans to come true. Being hopeful means allowing life to

bring us one of its beauties every day in its own mysterious way. If everything goes according to our plans, life will be very boring! Hope doesn't mean ignoring hardships, it means believing that despite all the ups and downs in life, everything will be okay in the end. Never let the fear of failure or facing unforeseen issues drag you into boredom, despair and stagnation. To be hopeful, you don't need to wait for a miracle that is gifted to you by life. With effort and a little bit of optimism, we can break the ceiling that has been placed on the sky of our dreams and return to the colorful world full of hope and happiness of childhood.

Being hopeful or not depends only on ourselves or in fact on our way of thinking and attitude towards life.

Some people say that it seems impossible to have hope despite the many problems in life. Is it really so difficult to have hope in life? Certainly not. Having a hope in life is not something that we can get without any effort, definitely you have to work hard to have anything in life. Hope is no exception to this rule. To say that because there is a problem in life, we can no longer hope for life, it does not seem like a suitable word, because if we look at life in this way, then there definitely should not be any hopeful person in the world. Certainly, it is not easy to have hope in difficult life situations.

Undoubtedly, the greatest art of every human being is to hope in difficult and difficult life situations. Of course, we should know that having hope does not mean that we will never be disappointed again, because even the most patient and resilient people sometimes experience despair in life. It is obvious that people who have a positive outlook on life are less disappointed, because these people

are highly flexible in the face of problems and adapt very quickly to the situations that arise..

Therefore, we should know that being hopeful does not require extraordinary strength and every human being will be able to have a great spirit, provided that he has a positive outlook and thought. So, if you want to get rid of the sorrows and problems of life, start from this moment and try to have a great mood. People who have hope give energy and this encourages themselves and the people around them.

When you encourage and give hope to others, they come closer to you, they trust you, and your power of attraction increases, and in this way, you have strengthened the power of charisma.

The thirty-fifth law: Using opportunities

Opportunities do not repeat; Grab them, don't let them go, it will bring regret.

Dr. Abozar Shahpari

How to take advantage of life's opportunities?

An opportunity is a situation where it is possible for you to do what you want to do. We all love this word. It is a word that inspires hope and is also something we can wish for to make our lives better..

To achieve anything in life, we must take advantage of opportunities. It is important to be able to take advantage of many opportunities. Sometimes just one opportunity can mean the difference between an extraordinary life and an average life.

Opportunity is a promising and motivating word for man that makes him move. During our life, we come across different opportunities, because they are often unexpected, we miss them and regret the things we didn't do or did wrong..

We often ignore opportunities. Opportunities are great incentives; Because they promote innovation, determination and motivation.

But have you ever thought that being alive and living is the greatest opportunity that has been given to us and it will end one day. A person has many opportunities during

his life, all of which are a subset of the great opportunity to live.

In other words, using the opportunity of life depends on the correct use of small opportunities. Human life is limited. So you should take advantage of life moment by moment.

In order to use the opportunity of life, a person must gain the necessary knowledge about the purpose of creation and choose how to spend his life with his discretionary power. Unfortunately, opportunities are fleeting and don't always last, but you can make decisions and do things that will create new opportunities for you..

Remember that opportunity never knocks, the door of opportunity turns on unexpected hinges!

How to create opportunity in life?

"When you want something, the whole universe helps you achieve it."Paulo Coelho¹

You can create opportunities. Read new books. Learn new things. Try new things and gain experience in life.

Be ready for the opportunities that will arise in your life. You will never be presented with new opportunities by sitting around watching TV or wasting time on social media.

Seize every opportunity.

If you are active, you will always be in the right place at the right moment.

Taking advantage of opportunities in life starts with saying yes to them.

Strong people create opportunities and weak people wait for opportunities.

¹Paulo Coelho

Opportunities are short term. You have to be quick to get the most out of them.

Opportunity and risk-taking often go hand in hand.

Be flexible. This will help you recognize the opportunities and modify it according to your needs.

Know what you want from life. If you know what you want out of life, your mind will focus on it.

Make a decision and stick to it. You can always make a wrong decision, but a wrong decision is still better than no decision at all.

Be confident. Put aside your fear and take action.

Say yes to new experiences and don't be afraid of failure, trust yourself. Most of the people say no to the opportunities and after a while they regret the missed opportunities. You only limit your options by doing this. So think positive, be brave and welcome opportunities. Value your skill sets and take the opportunity to develop them. For example, if you want a promotion, the best time to ask is when you know someone is leaving. In such cases, you should look for opportunities to show your skills.

Create opportunities by stepping out of your comfort zone.

It is never too late to take advantage of life's opportunities. So don't fool yourself by saying that you lost time and it's too late, try to start from wherever you are and try your luck..

1. Do not hesitate

Opportunities are short term. If you don't act fast, you will lose them. Assume a person who is interested in a girl but postpones expressing his interest to another time. In this case, someone else may take advantage. So you should

know that most of the opportunities are not just for you. If you are not quick, you may lose.

2. Take a risk

Often the use of opportunity is associated with risk.

Getting the best is not easy. You have to be brave and take risks. In fact, starting anything is risky. In fact, when you take risks, you may create other new opportunities.
think positive

Positive thinking will help you to have the necessary motivation and perseverance to reach the goal. Suppose a person who has started something is negative and only thinks about failure. In your opinion, how successful will such a person be in difficult times and crises?

He quickly settles down and abandons his work. If it was possible, by continuing his efforts, he would encounter opportunities that would make him successful..

3. Have more socializing

When you have more acquaintances, more opportunities will be offered to you by them, and this will increase your chances of success..

4. Be curious.

Curiosity brings you many opportunities; Because a curious person is looking for the why of any subject, his mind is active and he has enough motivation to follow.. So when you are curious about a problem, many questions come to you and finally you ask a question that no one has ever thought of before, and this causes a spark in your mind and new ideas come to your mind, which is a good opportunity for your success..

focus

Know your desire clearly and focus on it. In this case, when there is an opportunity to achieve your desire, your

mind will be alert and will help you to use that opportunity..

5. Be willing to follow through on the decision you make.

Because most people do not make a decision for their life, there is no opportunity for their progress. In fact, even if you make a wrong decision, it is better than being aimless. When you are hesitant about the decision you are making, you should get more information about it and finally make a firm decision and work hard to succeed in it..

What is the difference between opportunity and luck?

There are a few big differences between luck and opportunity:

Opportunities are usually planned or known. Chances are usually unplanned or random.

Luck means being ready to accept opportunities. It is something that just happens. We don't waste our energy and time on luck. Luck is what you make of it.

An opportunity is an opening presented by circumstances. Opportunity is what you earn. It is something that can be used for good or bad purposes.

Luck is often an action that is not defined by careful thought and planning;

The chance to have a winning ticket, the chance to leave the house on a cloudy day without an umbrella, the chance to go through a traffic light while it is still yellow and...

Chances mean that things are much more likely to happen because of your actions, as opposed to the odds that may be more or less in your favor..

For example, if you're thinking about starting a business, you've undoubtedly done your research, weighed the pros and cons, and taken steps that could lead to success..

There are a few steps you can take that will hopefully bring you closer to success.

Ways to manage existing opportunities.

Review your life goals; In career, relationships, finances. Then check which goals are most important to you right now?

Block daily entries that don't suit your needs. For example, you can stop watching the news and instead just read the highlights of a weekly newspaper.

Be more purposeful in your study. Delete magazines that do not match your interests or goals. If you read a newspaper, read only the specific sections that relate to your goals or interests.

Attract the best ideas. When you find opportunities that match your goals, implement those ideas. You will be refreshed by taking advantage of opportunities and live more joyfully, because you deserve the best.

The advantage of using opportunities.

Taking advantage of opportunities will lead to gaining experiences that may be useful to you at another time and in another place. Every opportunity has something to teach you.

Assume a student who refused to go to boarding school because of his dependence on his parents and even had to drop out because of the fear of being away from them, but in the end he decided to use this distance as an opportunity for educational advancement and gaining experience. to see He gained a lot of experience during the years he was studying in the night school.

The thirty-sixth law: being a people - being earthy

Humility is worthy of elders.

Dr. Abozar Shahpari

The meaning of being popular and earthy is to be humble, it means to be with the people, it means to be in sync with the people, it means not to be arrogant, it means to see oneself at the same level as the inferiors, which are all the characteristics of the elders.

The more fruitful the tree, the more fallen! Yes, this famous proverb makes perfect sense. Humility, being a people person, and being earthy will increase your popularity, and in this way, your power of attraction will increase and you will be closer to being charismatic.

Rumi says in the third book, "O human being, your species is made of soil";

That is, God wants you to be as humble as the soil and submit to him, so that you can flourish and grow like an egg in the soil and reach the position of royalty:

453 O part of this earth! The head of Makash, because the nose of the judgment of Yazdan, Darmakash

454 Because my creator, you heard me from the dust of the earth.

455 I planted a seed between the soil and spread it around the soil.

456 Another attack in the ground of occupation will kill you, Amir.

Water first takes the path of the sea and land, and then again takes the path of the sky through evaporation:

457 water from the top to the bottom in the river, then from the bottom to the top in the river

All seeds and eggs start growing from the soil:

458 The wheat went from the top to the bottom of the soil, then it became a cluster and was agile

459 The seed of every fruit came on the ground after the heads were brought out from the burial.

The food of the world comes from the sky (and by means of rain and sun) and humbles itself until it becomes a human soul, i.e. comes alive:

460 The essence of blessings came from the neck to the ground below, it became the food of the pure soul.

461 From humility, when he became a man, he became a brave man.

That is, Jamad turns into a human being and is happy when he comes from the throne to the carpet and goes up again through human beings:

462 So the attributes of a man became that inanimate object, it flew over the throne and became happy.

463 Because of the living world, we came first, then we rose from the bottom to the top

The thirty-seventh law: not taking a position without reason

Arguing and taking a bigoted position will make you lonely.

Dr. Abozar Shahpari

Taking a stand means opposing, standing face to face. Posturing smells of violence, it smells of war, it smells of confrontation, and anything that brings you closer to these things will make you less popular, less attractive, and less charismatic.

Taking a position means stating what should be. But taking a position is determining the policy.

In taking a position, we specify our policy and method towards that reality. So, the more you avoid taking an unreasonable position in the discussion, the more popular you will be.

For example, when you are in a friendly or family group, it is wrong to discuss political or religious issues, or you should be open-minded enough to listen to your opposing opinions and ideas, or change the topic of the discussion. Because someone who has been with certain political or religious ideas and thoughts for several years, you cannot change his opinions and ideas in a few hours of talking. So, in these cases, strong stances occur, and this not only makes you far from popularity, but people around you

distance themselves from you and make you far from being charismatic.

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The thirty-eighth rule: being reasonable

Logic brings popularity.

Dr. Abozar Shahpari

Logical people like accountants draw a profit and loss balance table in their mind when making decisions and it is said that they behave like a businessman..

On the contrary, emotional people place a high value on their own and other people's feelings. Decisions of emotional people are based on their personal criteria and likes and dislikes. What do they like to do, who do they like to hire, regardless of whether it is in their best interest to do so? Also, sometimes, due to the impact of their decision on the lives of others, they make decisions that are not useful for themselves.

General logic and personal logic

Another difference between logical and emotional people is in general logic and personal logic.

General logic is the things that the general public accepts and does not involve a personal issue; But personal logic is something that is important only to the person himself and the general public does not understand it.

You might think that making decisions emotionally is irrational!

But generally it is not like that and being intellectual and emotional are both logical methods; But they use different criteria during decision making. However, both types of

these decisions can be inappropriate at times and appropriate at other times.

You may ask, like the participants of my training courses, that sometimes I make decisions emotionally and sometimes intellectually. What is my duty now?

In response to the question of which of these two preferences we choose naturally and unconsciously and we feel better with that decision, it determines our personality type and also note that none of us is 100% intellectual and logical or We are not 100% emotional!

In addition, intellectuals also have feelings and emotions. On the other hand, emotions also have logic, but at the moment of decision, whether emotion prevails or logic determines our preference. In general, it should be noted that he made the most logical decision in his work.

Absolute irrationality reduces your attractiveness, but logical people have more charisma.

The thirty-ninth law: realism and realism

Realistic thinking is one of the ways to create optimism.

Dr. Abozar Shahpari

Realism means to pay attention to facts and facts and draw conclusions based on them instead of being overly optimistic.

Realism is defined as "the ability to understand and accept events; as they really are" is expressed.

In fact, it can be said that realistic thinking is one of the methods of creating optimism. If we add some realism to our thoughts and try to be realistic, many everyday problems will be solved; Because we do not expect unexpected results for the upcoming events. Another way to define realism is to pay attention to the current situation and expect the most likely outcome. The difference between optimism and realism lies in the evaluation of results. Optimistic people imagine the results too positive and sometimes expect a miracle, but realistic people examine the events and evaluate the results according to the facts and the results that have already been achieved. The question that arises here is how can we be realistic? Here are some ways to increase realistic thinking:

1. Do not imagine too much

Although imagination gives you the power of creativity and can create hope and motivation, dreaming too much

will also cause you to ignore reality and not enjoy everyday events.

2. Don't rush things to happen

Many people want to get the most and best results in the least amount of time, but the real world doesn't work that way. Waiting for the natural flow of things will help increase realism.

3. When making a decision, pause and think

Thinking and pausing more when making a decision prevents emotional reactions and makes our expectation of the result more realistic.

4. Imagine the worst that could happen

Being prepared for the worst that can happen will help you stay comfortableCope with the situation better, and in addition to reducing stress and anxiety, it will also make it easier for you to accept less than expected results..

5. Reflect on your mistakes and find their reasons

To ensure our learning and progress, we must think deeply and find out the main roots of our mistakes. In this case, we can deal with the following issues more realistically.

"Leo Tolstoy" says about this: "There are open-minded people who can use their minds without prejudice and fear to understand things that are contrary to their customs, beliefs and ideas."

According to the mentioned cases, we should all try to replace realism with excessive optimism and thus avoid disappointment and frustration when facing issues.

The fortieth law: The power to lead and manage

A successful leader is loved by his followers.

Dr. Abozar Shahpari

"Farahmandi" or "Charisma" (in Greek *zaptōpic* or "charisma", the gift of divine inspiration), literally means unusual attractiveness and having special, distinguished and unique qualities that are liked and praised by a large number of other people. In Omid's Persian dictionary, "Farah" means "splendour, glory, power, force" and "farhamand" is also mentioned as "magnificent, dignified, wise and intelligent" (Omid, 1389: 795). .

The word "charisma" is used in the Christian Bible to describe the "Holy Spirit". Revelation, judgment, teaching, priesthood, wisdom, and healing are examples of the many gifts described in the Christian Bible..

The word "charismatic" is used to describe a superhuman who influences people beyond their will and authority, and no one has the ability to resist him or the right to choose and criticize..

Charisma is defined as the characteristic of someone who, personally or in the opinion of others, has extraordinary leadership power. The term is often used in political science and sociology to describe a subset of leaders who use the power of their personal ability to have profound and exceptional effects on their followers. "Weber"

describes charisma as: "a special characteristic of the personality of a phenomenon".

Charismatic leadership.

Charismatic leadership, or leadership based on exceptional attraction, is said to be a type of leadership that has the power and ability to inspire followers, even though these abilities originate solely from the strength of a person's personality and commitment. In this type of leadership, a relationship is established without the use of financial rewards and force, and it is in the domain of documentary theory, which expresses cause and effect relationships..

According to this model, the leader's symbolic behavior transforms the followers to follow the organizational goals with the leader's personal intentions. A charismatic leader is considered to have a special gift and followers love and praise him to the point of worship..

Characteristics of charismatic leadership

Followers recognize charismatic leaders based on mutual actions and give them an identity. Charisma should be viewed as a trait constructed by followers, that is, those who observe a set of certain behaviors from the leader in organizational situations and conditions. The observed behavior of the leader in the organization can be interpreted by expressing the charismatic characteristics of his followers, and such non-situational characteristics have been concluded from the studied leadership behaviors. Charisma is not a personal trait that is the result of a person's position in the organization; Rather, it is a special characteristic that results from the leader's behavior.

The theory of charismatic leadership suggests that if followers see certain behaviors from the leader, they attribute extraordinary or heroic abilities to him. For example, the following phrases taken from the book "A View of World History" written by Jawaharlal Nehru, the late Prime Minister of India, express and describe a charismatic view of the leader of the Indian independence movement, Mahatma Gandhi:

In early 1919, Gandhi became seriously ill and was not yet fully recovered when the excitement about the struggle against the Rowlatt Act swept the whole country and he added his voice to the public outcry that arose from all over India. But this voice was different from other voices. It was a soft and quiet voice that stood out above the others amidst the crowd's shouts. This voice was soft and noble, but at the same time, it was like the blows of a heavy hammer that is used to knock down a pole. The voice was polite and inviting, and at the same time, there was something vibrating and terrifying about it. Every word used in it had meaning and seemed to reflect the fatal blows. Beyond his peaceful and friendly language, the strength, action, and firm determination to not surrender to injustice was palpable" (Shahbaz Moradi, 1391: 165).

It can be said that one of the most profound researches in this field is the classification of "Kanger" and "Kanango". These two researchers point out that if the characteristic of charisma depends on the observed behaviors of people, then there are a series of behavioral components that are responsible for the occurrence of these characteristics. They investigated these components and presented leadership characteristics and attributes in the form of this

category. These components are interconnected and their presence or absence as well as their intensity in leaders is different. The results of the behavioral components of the research show that:

- Leaders are charismatic when their visions are strongly opposed to the status quo, but at the same time, there should be freedom for followers to accept it or not.
- Charismatic leaders may accept high personal risks and incur high costs and sacrifices to achieve common goals..
- Charismatic leaders prove their skill in going beyond the existing system by using unconventional and exceptional tools.
- Charismatic leaders employ behaviors that are original and unusual and take personal risks that are likely to harm their personal interests..
- Charismatic leaders have an accurate assessment of their environmental resources and understand that constraints affect their determination or understanding of prospects. When environmental resource constraints and pressures are positive for charismatic leaders, they employ their own innovative strategies.
- The charismatic leader describes the current situation as a negative and exhausting situation and future goals as a more attractive and attainable alternative.
- Charismatic leaders articulate their motivations to lead through bold behavior and expressions of confidence, expertise, unconventionality, and concern for followers' needs. Often, followers of

charismatic leaders believe that the leader's opinions are correct. Therefore, they willingly obey the leadership without question.

Manifestations of charismatic leadership

- * Followers have complete confidence in the correctness of the leader's views
- * Unconditional acceptance of the leader
- * Followers' interest in the leader
- * The desire of followers to obey the leader

Positive and negative modes of charismatic leadership

negative

- * Consolidation of the individual power of the leader
- * Self-centering by the leader

Positive

- * Consolidation and emphasis on collective power
- * Empowerment of followers by the leader

The emergence of charismatic leadership

Social and historical conditions: Some management science researchers have said that social and historical conditions are the main critical factors in the emergence of charismatic leaders. Weber considers charismatic leadership to be a phenomenon that often emerges in unique and rare situations (at least statistically speaking). Based on the analysis of many charismatic leaders, "Aberbach" said: "Charismatic leaders, before the crises that bring them to power, often seem incompetent, ordinary and unattractive." He believes that the deep emotional connection of followers with charismatic leaders probably originates from certain situations and situations in the organization. Rooh believes that the peak

time for charismatic leaders to flourish is often during times of social unrest and discontent, especially within the company. In such cases, the inexperience and anti-human values of the organizations make the followers obey the leaders and show new psychological reactions. According to them, the existence of crisis is the main cause of behaviors that are linked to the leader's charisma personality (as the central core).

FOR AUTHOR USE ONLY

The second season

Eloquence and art of expression

10 laws of expression and rhetoric

FOR AUTHOR USE ONLY

The first law: the art of speaking

The ability to speak to the audience is an important factor in your success. Speaking well can bring the respect of others, increase your value and credibility in the company and attract the attention of people who can help you and open doors for you. Also, the ability to speak well convinces people that you are generally more talented and intelligent than other people who are not able to speak as well as you.

Speaking well can be learned

Regarding public speaking, it can be said that this skill can be learned. Most of the people who are good speakers today were not even able to pray in private in the past. Many people who appear in the audience with confidence and peace of mind and attract everyone's attention with their pleasant words, one day they were even afraid to stand up in front of the crowd and give a speech.!

Three elements that make up the message

"Albert Mehrabian" university professor UCLA in America conducted a series of studies in the field of effective communication. He came to the conclusion that every message that is transmitted consists of three parts:

✓ words

According to Mehrabian, it is surprising to know that words make up only 7% of the message that is conveyed. Of course, the words you choose are very important and you should choose them carefully. The words must be put

together in a proper order and be correct in terms of sentence structure.

✓ **sound track**

According to Mehrabian's calculation, 38% of the message lies in the playing and emphasis applied to different words. By changing the tone of voice deliberately and knowingly and knowing the importance of this matter, you can change the entire message and, as a result, the effect that message has on the audience..

✓ **Body Language**

Mehrabian also found that in non-verbal communication, 55% of the message lies in the use of the speaker's body movements. Because the number of nerves that go from the human eye to the brain have very powerful visual effects.

Complex structure in long speeches

This structure consists of eight parts:

1. the beginning

The purpose of the beginning of the speech is to attract the attention of the audience, shape their expectations and focus the audience on the speech. If no one listens and pays attention to the speech, there is nothing to say.

Introduction

In this section, you will tell the audience what topic you intend to cover and why this topic is important.

2. The first point

In this section, focus on the essence of the speech. Stating the first point is the beginning of this stage and it is the beginning of stating what you promised at the beginning.

3. Addressing the next point

In this section, you should specify that you have finished the first point and now you intend to move on to the next point. This is an art in itself.

4. The second important point

This section should logically be a continuation of the first article.

5. Returning to the next point

In this section, you specify that you intend to proceed to the next topic.

6. The third important point

Naturally, this section will also be a continuation of the first two points and is a beginning to address the end of the speech.

7. Nutshell

This part is a conclusion from the words and a call to act on the words.

In learning how to speak effectively, there is no substitute for practice, especially practice out loud.

Be aware of how to communicate

People who are very good at communicating with others are always aware of the impact their body language has on the reception of the message they are trying to convey..

When your arms hang at your sides and your palms are facing out and open, looking directly at your audience and smiling as you speak, your audience will absorb the calmness of your message like a sponge soaking up water. self-attracts; But if your face is serious and you don't have a smile on your face, the audience will become defensive and resist your message and your efforts to convince them to think or act in a certain way. Non-verbal communication is very important!

So far, I have emphasized several times to the speakers that: "speak more slowly, pause and smile between the points and sentences you express."

When you speak more slowly, your words come across more clearly and eloquently. Your tone of voice becomes more pleasant and pleasant, and when you smile, you radiate affection and approval..

People forget what you said; But they remember how you said them. When you change the tone of your voice from word to word and from sentence to sentence, you create a kind of musicality in your speech, so that your audience gets your message easily.

You have a duty

"Peginonan" says: "Every speech that is given has a duty." One of the most important things you should do before giving a speech is to imagine the end of the work in your mind. Determine what you want to achieve with this speech? Ask yourself, "What realistic question should I consider?" If they interview the audience after my speech and ask them: "What did you get out of this speech and what are you going to do differently at the end?" What do I expect them to answer? All the content you intend to say in the speech, from the introduction to the main text of the speech and the last words, should be in line with achieving this goal..

Learning from others

One of the best ways to become a good speaker is to listen to as many people as possible. Take note. Look carefully at the way they walk, talk, gestures and gestures. See how the experienced speaker begins his speech; How does he get to the point and uses examples, examples, and

humorous stories; How does he end his speech and end his time with the audience?.

Using the PowerPoint program in the lecture

The use of PowerPoint depends on several factors. "Death by PowerPoint" is a common term among professional speakers. Many speakers from the beginning rely so much on presentation using PowerPoint that the character and essence of their speech is lost in the pile of points they express on the screen..

5x5 rule

First and foremost, you should not write more than five lines of sentences for each slide, and each line should not be more than five words. Using more than this amount will distract and even confuse the audience. When speaking in a smaller setting or in front of fewer people, you can use more lines or words than this rule allows. No matter how many points you use, when explaining them, title the points one by one. Don't make the mistake of presenting the entire slide full of information at once; Because the listener is busy reading the content and does not pay any attention to your words.

Face the audience

The next point is that when using PowerPoint, it is better to face your audience. You have to put the laptop in front of you and explain what is happening on the screen behind you. As you click through the PowerPoint slides, keep your eyes on the people in the meeting and talk to them the entire time.

The second law: understanding and preparing the material

What is the text of the speech?

The text of the speech is not a pre-written text specifying each word, sentence and vocabulary. Some friends think that the speech they want to prepare and present in the form of a specific article with fixed writing and words that are references (that is, they should write in accordance with the words that we call "book"), ready and that maintain and provide; While this is not the case at all. In our opinion, the text of the speech is ultimately the outline of the topics or topics that the speaker is going to speak about.

Tips for preparing speech text

- ❖ Write your messages
- ❖ Know your target audience
- ❖ Do not think negative thoughts
- ❖ Search for your topic
- ❖ Use stories, jokes, and allusions
- ❖ Use verbs, adjectives, and adverbs
- ❖ Come to the middle of the battle
- ❖ write
- ❖ Do not memorize the text
- ❖ Use note taking

From the time you wrote essays and when you read your articles in front of students, you must have been familiar with a series of basic principles in writing a text. Speech

is the same essay you wrote in school days and tried to arouse the admiration of your teacher by using elements of feeling, simile and other literary arrays; With the difference that the speech needs more attraction, because those who came because of you do not have to stay with you until the end!

1. Write your messages

Your speech should be summarized in one or two sentences at most. This is what your speech needs. This is what you should start the speech with and come back to at the end. This is simple and tangible for people. It's easy for you too!

Has your teacher mentioned a specific topic that you should express? If so, what is your topic? Are your opinions completely personal? Two or three personal stories can liven up your speech.

Speakers' words are always controversial. I still don't forget the chaos of the speech that was invited to one of the universities in Tehran. It was a chaotic market, don't tell and don't ask! From the changes and transformations of statesmen in the Qajar period to human rights and the national capacities of all the countries of the world were mixed together in this speech; So that we had forgotten where we came from and where we are going to reach with this discussion!

In a speech, paying attention to the origin of the topic and the flow of words to reach the destination is the most important principle in the technique of expression to write a good speech text.

2. Know your target audience

Before you step up to the podium and begin your speech, lay the foundation for your speech. The first step is to

know the audience for whom you will give a speech. Determine the text of your speech according to your audience so that their desire to pay attention to your speech increases. Determine whether the speech will be formal or informal.

Knowing them will determine the generality of your speech. Speaking to 4-year-olds is not the same as speaking to CEOs. So know your target audience. If the speaker does not win the audience's heart, the audience will never give their mind to the speaker.

3. Do not think negative thoughts

Ask yourself what is the worst that can happen. If you don't talk about people's expectations, they will look down on you. Think about what you can gain and overcome your fear of public speaking.

How are they? What are their age, gender and beliefs? How much do they know about your topic? This will determine the level of complexity of the words you can use. If they are not very knowledgeable, don't use those words.

Why are they there? to learn something? do they have to
Are they interested?

4. Search for your topic

If you are your own topic, congratulations! But if not, do some research. Both the pros and cons! If people see your speech as disjointed, it will have less impact.

Make at least three points for your message. Talk about opposing views as well, but don't focus on them.

Say only as much complexity as your listeners can handle. Avoid jargon and specialized terms so that your listeners don't feel alienated.

Exaggerating the topic is one of the techniques of starting a speech.

5. Use stories, jokes, and allusions

A speech full of meaningless statistics and facts will get you nowhere. If this is the case, the audience will not listen to you. Instead, choose stories and tell them through irony and contradiction.

Using sarcasm has its place and again it depends on knowing the audience and the type of your speech.

6. Use verbs, adjectives, and adverbs

Use accented verbs, adjectives, and adverbs to become more lively. Change the sentence "The fishing industry is bad" to "The ways of the fishing industry are shameful." convert Even something as simple as "We can solve problems quickly" is more effective than something like "We can solve problems." The audience may not remember all your words, but the good feeling you made them will not be forgotten..

Think creatively. When instead of saying, "If we have the power, we can make changes." Using "we can make a difference if we have the power" makes more of an impact on the listener by nailing them to their seat..

7. Come to the middle of the battle

When a speech is posted on YouTube, you know it can help your speech become more popular and better. Steve Jobs did the same thing in 2005. Just that, nothing more. "Today I want to tell you three stories about my life," he began. only this. Not much. Only three stories".

So talk only about the main things, without pretentiousness and apologies or expressions like "I want..." or "Thank you". be there Don't talk about the painting. Be there and create images for them. They have

come to hear your speech; Not that they know how you think or feel.

In the text of the speech, avoid writing margins.

8. write

Creating a speech in the mind is a difficult task. write it down If it covers all the topics and really captures what you're saying, you'll see how it enables you to get the point across.

You should have a clear introduction, body and conclusion. The introduction and conclusion should both be brief, with the conclusion reiterating the introduction and the body covering everything else..

9. Do not memorize the text

It is necessary to be familiar with the topic of discussion, but memorizing the text or reading from the text is not a good method at all. In this case, the string of words may be out of your hands and as a result, you will not be able to manage the issue. During a public speech, always focus on your tone and voice and pay attention to the audience's reaction.

10. Use note taking

Instead of remembering all the topics of the public speech, prepare a list of important points and pay attention to it during the speech and cover the topics in order. Your list should contain two-word phrases so you can quickly check them. This method is much better than reading the lecture text.

Common mistakes in choosing speech text

The choice of speech text is very important in our presentation. Before we dive into the actual process of preparing for a speech and how to memorize a speech, let's look at two common mistakes that many people make

when preparing for a speech. Tips that can cause a big problem during the speech or even ruin the whole speech. In the following, we will examine these two issues together:

1. Preparing for a speech by memorizing letter by letter

One of the most common mistakes that speakers make is that many of them try to memorize their speech verbatim and practice it so much to ensure that they remember all the details of a speech. Until every word of it is engraved in their minds. This is understandable to some extent; Because most people are naturally afraid of public speaking and when the time comes they want to be fully prepared and make no mistakes.

While doing this seems logical and justifiable, it also has downsides that can cost you dearly. Besides, when you're trying to memorize your speech word for word, you can't work on the catchiness and appeal of your presentation. This weakness when giving a speech can make you sound like a robot. You're so focused on memorizing every part of your speech that you lose the ability to change your tone of voice to engage the listener more, and you're unable to speak freely when the situation calls for it.. Another problem is remembering all the words and sentences that you must have reviewed many times and during the speech, if you forget just one sentence, you will face a big disaster in your mind..

2. Not fully prepared for the speech

So far we have talked about people who memorized the text of their speech verbatim. The other side of the coin is about people who don't prepare enough to give a speech. You must have seen people like this who say that because

I speak well, then for the speech, I just need to will and say whatever comes to my mind, so as to reduce the stress and problems related to preparing the speech text..

Because these people don't want to look like a robot during a speech, they decide to give a speech without prior planning and preparation, and only occasionally write down a few main and important points on a piece of paper to remind themselves during the speech..

The problem is that even though you know all the parts of the topic of your speech and have discussed it many times, your work is just relying on a few key words on paper, which can easily prevent you from addressing all the topics you are discussing. It will also cause you to miss other important parts, and finally, after the speech, you will remember many things that you should have covered in your speech, but nothing was said about them..

Later, you will realize that what you presented was not the presentation you had in mind, because you forgot many things and your speech ended much shorter than it actually was. You may also clap a lot during the speech and make your audience nervous and agitated. Speech is not about memorizing material; Rather, it is the power of the speaker's interpretation.

Improvisation and speech text

Improvisation is good, but it never replaces the text of the speech. Even the most professional people in the art of expression are inspired by a small text during a speech so that the string of words does not slip out of their hands. The text of the speech is like a soul that is breathed into the dead body of your intention and will to speak. Without a speech text, you are the only dummy on the stage telling

the story; Neither he himself understands what he is saying nor others!

In order to make your speeches come alive, don't have a boring speech and don't have people running away from their seats in front of you..

Now that you have learned to easily prepare your speech text by reading these materials, I suggest that you also study the techniques of starting a speech so that you can start your speech in the best possible way..

The best technique for preparing a speech

But another great way that is usually suggested to strengthen the technique of expression and the skills related to it in general, such as this speech and its text, is to participate in classes related to the technique of expression. What would be better if you attend these classes in person! But if you don't have the time or patience for these classes, I suggest you to attend the non-attendance classes of Fan Bayan. In these classes, in addition to learning excellent first-class material, you will also be given practical exercises that will undoubtedly lead to the best things for you.

The third law: self-confidence and mental mastery

Make listeners laugh with funny expressions

According to my years of experience building confidence in speaking, a cold and soulless speech will only tire your audience and make them focus on things other than the speech. In order to create a calm yet exciting environment for your audience, add humor in your speeches. A joke has a special appeal for your audience and makes your relationship with the audience intimate and warm.

When you look at the smile of the audience, you will receive more confidence from them to continue your story. Also know that you should not make your audience laugh at any cost; For example, make fun of yourself so that they laugh at you! In this way, you only lower your dignity and allow others to make fun of you. You can use funny jokes and expressions to make the audience laugh, so that the wall between you and your audience is removed and a sense of trust is formed between you.

Pay attention to the people who react to your words

We said that you should make the audience laugh. If you fail to catch the attention of the audience by saying funny sentences, you will definitely be under a lot of pressure and your nerves will be affected. The fact that you look at the audience and see that they are listening to you very bored and listless or even sleepy may not be a good image for you. So use another technique to solve this problem. Look for someone in the crowd who reacts to your words.

For example, when you make a point, the audience will confirm your words by nodding or ask a question in line with your words. Try to pay more attention to these people, because a sense of trust has been created between you and them, and it will make you not underestimate yourself and not think that you are not saying valuable things..

Focusing more on people who listen to you with motivation will increase your self-confidence, and increasing self-confidence will make you attract more people's attention, and after a while, you will see that the entire population will have their eyes, ears and senses only on your words. . This will relieve the nervous pressure and make it easier to speak.

The main art of speakers is practice

Most people think that presenters and speakers have a special gene that others don't have and only they can do it; If this is not the case! Speech, like other skills, must be cultivated, which is only possible with practice, effort and time. If you want to start speaking and conducting, you should know that without effort and practice, you will not become a good speaker. So, to be confident in your speech, be sure to follow this.

You can start from family parties or friendly meetings and invite everyone to listen to your speech, or if you give a speech, record the videos of your speeches and review them several times so that if there are any problems in them in the next speeches Fix it. Know that if you practice more, your self-confidence will increase and you will have better performances.

Express your feelings to the audience

It has probably happened to you that when you review your speech videos, you see how stressed and nervous you are or how fast you speak! Maybe you tried to calm yourself down with many sentences before that speech; But you have not got any results. The stress and worries of the speech have made you very nervous and you don't know how to solve this issue.

You have a way to solve this issue; It is expressing your feelings to the audience. You can add excitement to your speeches and hide your nervousness behind it. One of the important techniques in increasing self-confidence in speech is to express one feeling and hide another feeling behind it, which can bring you a lot of success.

If you make a mistake, prepare to make up for it

One of the most important techniques in speaking is that if you make a mistake in speaking due to stress and anxiety, don't lose your hand and foot and make up for it by telling a joke or something else. Making mistakes happens even to professional speakers, and someone is the most professional to compensate for that mistake in the most beautiful way possible and get better results from it..

If you cannot compensate for your mistake, the audience will feel mistrust and the situation will become even more difficult for you, because when you feel uncomfortable and weak because of that mistake, the audience will also feel it. To make up for the mistake, you can make fun of yourself and break this heavy atmosphere. In these cases, making fun of yourself, not too much, can be your answer. Remember that you should always prepare a humorous answer for your speech. This will help you regain your confidence in the speech and continue your speech.

Feel the audience next to you

In order to be able to communicate better with your audience, you must feel them next to you, not in front of you! As you pitch, create the feeling that your audience wants to see an incredibly successful and valuable speech from you. This will make you not feel bad and have more success in the speech.

Create positive suggestions in yourself

How you feel depends on what you attribute to yourself. So try to always use the most powerful and best sentences for yourself. For example, I love myself, I am the best speaker, I attract the audience to me, I am the best at my job, I can do it and I will, etc. These sentences will make your self-confidence and self-esteem high.

positive suggestion

Repeat these sentences to yourself before starting your speech to see the amazing effects it has on your speech. These positive suggestions will reduce your stress and worries and increase your performance. Do not be afraid of failure and non-acceptance of others, because this feeling can send a lot of negative energy towards you and take away your self-confidence.

imagination

One of the factors that can show your progress in speaking is the image you have of yourself in your mind. If you have a positive image of yourself, it will affect your emotions in the speech and increase your self-confidence. You can also have internal visualization. Imagine your audience listening to what you are saying. You can visualize in another way. In this way, imagine yourself in the audience seat and see how engaging, calm and confident you speak.

Body Language

One of the features that can make your speech unique and boost your self-confidence is having body language during the speech. Imagine a speaker standing in one place from the beginning to the end of the speech and not showing any movement and speaking like a radio. You will definitely get bored and will not go to that person's seminar again.

We have already said that do not underestimate body language. You can better understand your message during the speech with body language and make the scene interesting for him. Keep this in mind when you go on stage, before you start your speech, your audience will see you and it is important how you start your speech..

Having a good posture is one of the ways that can increase your self-confidence and attract the audience. Body language includes your footwork. For example, if you hide your hands from the audience, you convey your stress and anxiety to him. You can use your hands to emphasize your sentences so that your audience can better understand what you mean.

Smile while giving a speech to better connect with the audience. Know that a smiling face looks confident to the audience.

Having physical fitness and breathing control

You may not have paid much attention to your breathing and it doesn't matter to you; But if you focus on your physical fitness and breathing, you will find that it has a significant impact on your performance. During the speech, pay attention that your tongue is one with the body and reduce the loud breaths during the speech.

Try to consider yourself a winner and successful

Before starting the speech, try to have an idea of your audience in mind and practice your speech and think about your speech well. Try your best not to think about the trembling of your hands, feet and voice and occupy your mind with positive thoughts of winning the speech. These negative thoughts prevent you from winning the speech. So entertain yourself with other things as much as possible and review positive thoughts with yourself. For example, you can review the good feedback of the audience in your mind and communicate with them.

Note that content is not always important

If you have prepared a great content and speech, you cannot get good feedback without energy and confidence. Self-confidence in speaking will make you speak with more energy and express your topic with enthusiasm.. By engaging the audience with any technique and skill, you can receive great feedback. For example, you can ask your audience questions every few minutes and engage them in discussion or create a fun environment for them so that they listen to your words with passion and motivation.

Know that do not practice your speech in underwear

For many of you, the question may arise, what does comfortable clothes have to do with speech? Someone who doesn't see our practice. In order to be able to practice your speech in the best way, you must draw the environment in the same way. This will help you visualize the speech environment and see yourself giving the speech. It is better to wear the same clothes that you want to wear in the speech and ask friends or family to be your audience..

Speaking is a skill

Many people think that speaking well in front of a crowd is in their blood and that they are genetically gifted speakers; But this way of thinking is wrong. but why?

Because speaking is a skill that anyone can acquire and not just for special people. Professional speakers have also been able to multiply their speaking skills after years of practice and performance.

Pay attention to the beginning and end of your speech

One of the most important principles of increasing self-confidence in speech is to pay attention to the beginning and end of the speech. Tone of voice, body language, tone of voice, etc. are effective factors in determining a good and high-quality speech. Note that at the beginning of the speech, you should start in such a way that the audience is attracted to you. This good start can be with a good style, an efficient introduction, entering with a smile, questions and answers, etc.

Attention to the beginning and end of the speech

Everyone who is in front of you has the goal of learning a certain subject. So, in your speech, try to focus more on the main point and less on sidelines. At the end of the speech, you can involve your audience with practical requests so that it remains in his mind and has a lot of motivation to attend your lectures; You can even give your audience a program at the end of the speech so that they follow your program.

Try to be yourself on stage

To increase your speaking confidence, you need to put aside your fear and show your true self on stage. If you still have questions about how to be attractive on stage?

You can look up to professional speakers and learn from them. Modeling does not mean imitating; It means that you should implement everything you learn from a professional speaker according to your behavior patterns, not just imitate him. In most cases, imitation does not have a good effect on the audience and does not make your work attractive.

Try to have your own movements and patterns of behavior and be comfortable with your audience on stage. This ease of behavior will help you to communicate better with your audience.

Have short and calming affirmations for yourself

Our brain is very complex. This complexity makes the brain believe what we repeat to ourselves and proceed accordingly. If these suggestions are positive, they can have a significant effect on having self-confidence in speaking and reducing stress and anxiety..

Try to always have a few relaxing sentences in your mind and review them before giving a speech. Repeat these sentences more often when you are afraid and stressed to reduce its intensity.

Don't think too much

Sometimes, too much concentration and too much thinking can lead you astray. Our short-term memory is responsible for recalling information while speaking. If you don't practice, you won't remember this information correctly and you will have problems in the speech. If you focus too much, you may lose your analytical power and not have a correct evaluation of the information.

Give yourself time and don't rush

If this is your first speech experience, don't expect to make any mistakes in your first speech. Every skill needs

practice and strengthening. So if you make a mistake, give yourself time and practice more in advance so that you don't have these problems in your next speeches and minimize your mistakes..

If you are also a skilled speaker, your high skill is not a good reason not to practice. It is better to practice the tricks of attracting the audience before the speech and visualize the reactions and feedback of the audience in your mind.

Confidence in speech requires attention and time.

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The fourth law: practice

Let's assume that the topic of your speech has been determined and you have prepared your words. You have chosen all kinds of available tools and techniques for a good start and attracting the audience and an effective end. You have also done things like planning for a speech and analyzing the audience and searching for supporting data and preparing supporting content (such as slides and handouts to deliver to the audience). In other words, the only thing standing between you and the actual speech is time.

You probably prefer to spend some of the remaining time practicing speaking and trying to improve your speaking fluency..

The present lesson deals with this stage of the speech (practice after preparation and before the final performance)..

What you read below is divided into three parts:

Why do some people say that speech practice is not good?
Or do they say that too much practice is not good for speaking?

Why speech practice can increase our speech fluency?
What methods and techniques can be used to practice speaking?

Why do we sometimes hear that speech practice is not good?

You will still occasionally find a few people who say that practicing for a speech is not the right thing to do.

Some of them believe that a rehearsed speech has no soul and becomes too mechanical (like the poem that many children recite by heart in school).

Others may claim that they always give impromptu speeches and are quite successful, and that practicing is the job of non-professional speakers..

"Mark Twain" has an interesting joke about improvisation and impromptu speech, which is worth mentioning.

"If those who criticize practice are inexperienced, they cannot be trusted."

If they are professionals, it is not out of two situations: either they try to hide their training to look extraordinary - unlike Mark Twain; Or the image they have of training in their mind is different from the way they use to train.

For example, for someone who has given a thousand public speeches, lying in bed and closing his eyes and reviewing the process of speaking several times from beginning to end may be an example of practice and preparation. Finally, we have to accept that the way of preparing for the first fifty speeches is different from the preparation for the 500th speech.

As for the lack of spirit in the speech, it is enough to refer to theater actors or teachers who have presented the same lesson many times. Does repetition cause a mechanical and dead tone? Or has it increased their dominance?

Most experienced teachers and professional actors will tell you that practice and repetition are an integral part of their work.

Why practice is necessary to master the speech?

Although it seems that practice and its importance do not need to be emphasized, it is not bad to review some of the benefits of speech practice. Maybe some of them have

remained away from your eyes or you have paid less attention to it:

The first benefit: increasing self-confidence

The most important function of speech practice is to increase self-confidence. Every time you practice speaking, your confidence will increase and you will believe more and more that you can deliver the speech in a strong and effective way.

The second benefit: choosing between alternatives

Different speeches can be prepared for a single topic. You can start the discussion in different ways. Various examples can be used.

The only reliable way to choose the right pattern is to run two or three different alternatives a few times and see which one works best..

There is an important difference between practicing speech and memorizing poetry. In memorizing a poem, you at least know what the poem is about, but the content has not yet been chosen. Therefore, an important function of practice is to perform several different contents and choose one of them for further practice.

How many different performances? This is difficult!

You may say to yourself: "I am also facing a challenge for the principle of the speech; But the amendment suggests that I prepare several different speeches!

If you are in such a situation, use this method; That is, if they told you that you should give a 15-minute speech, let's say your speech is 30-45 minutes. Compose the right content and practice it a few times. Then extract two or three 15-minute speeches from it by removing different parts and see which one you can present better and is more attractive to the audience with practice.

The third benefit: better timing

There is only one effective way to estimate the time needed in a speech and presentation; Run it several times. In this case, you can easily estimate the time you need and see which side of the story is more likely:

- * To bring extra time
- * When time is running out and you can't say everything

Naturally, in the first case, you will collect and prepare more materials, and in the second case, now that you have enough time, you consider parts of the speech as candidates for deletion and outline the process of your speech in such a way that with their possible deletion, Do not damage the overall structure of the speech.

The fourth benefit: arranging and editing the content of the speech

With practice and repetition, you gradually realize what parts of your speech are not attractive (you can't present it attractively) and you eliminate these parts (editing the content).

You will also get ideas on where, what words, explanations, examples, and possibly jokes you can add and thus your speech will be more complete (decorating the speech).

Sometimes, the term "hammering" is used to describe this preparation and it is said that practice and repetition will help your speech become more refined and effective.

The fifth law: Mastery of speech

Simple ways to master speaking

One of the most common reasons we feel anxious when speaking in meetings is that we are afraid we will forget what we have prepared and risk losing our credibility..

The method that many people use to overcome this fear is preparing slidesPower point is to help memory. Anyway, not everything is that simple; Because nothing questions your credibility more than when the audience sees that you rely entirely on your slides in your speech.

Experienced speakers have the ability to announce the content of the slide before showing it to the audience. At least they know the tool they have in hand. Therefore, it is only necessary for them to take a short look at these slides and know what the next topic is. In order to be able to do this, you need simple exercises to improve your memory to remember the content of your speech and as a result reduce your stress.

1) Use the "Mind Palace" method

Researches related to the ability of the brain have shown that there is a deep connection between the way we remember an event and the space in which it happened. In other words, we remember things based on spatial positions. This is an old technique for strengthening memory, which is called "Mind Palace"..

2) Use mental maps

Mind maps are diagrams with the help of which you can visually plan all the topics of your speech instead of listing them. This is a great help to strengthen memory, because the image of the shape is imprinted in your brain and you can retrieve the information more easily than a linear list, especially if your visual learning is better. Therefore, instead of using the old methods of note-taking, try to present the speech through a mind map..

3) Pay attention to the 8-second focus

Memory enhancement experts say that it takes 8 consecutive seconds for a piece of information to be processed by the hippocampus of the brain and entered into memory. This is how information is encrypted in our brain. How do you try to prepare yourself for a speech? Are you concentrating on transferring information from notes to your mind? Or do you have a habit of interrupting your work by checking email or answering the phone? Remember the important rule of "8 seconds" and when receiving information, consider the time during which there will be no interruption. In this case, you will not only master the topic of your speech better, but you will also significantly reduce the duration of the speech..

4) Apply the 20-20-20 rule of thumb

How much time do you have to give your speech? Memory experts recommend the 20-20-20 rule, according to which, when practicing, you can go over the details of a speech for 20 minutes and then repeat the same text twice more..

5) Practice out loud

Researchers have found that memory is activated by 10% more by repeating long words. Say your entire speech out loud 5 or 6 times. By doing this and increasing your

confidence, you will not only strengthen your memory of the topic, but also transform your speech from mere recitation to something that has come from within you..

6) Practice with music

Music is an effective tool that helps us retain information. Dr. Georgi Lozanov is a psychologist who has provided a special method for teaching foreign languages. In this method, irregular baroque music is used to teach language. This type of music activates the left and right hemispheres of the brain together. The simultaneous activity of the two hemispheres maximizes the amount of information retention, so that the students' retention percentage reaches 92% on average. The same method is effective in preparing for a speech. While you practice repeating the text of the speech, use music to increase the percentage of your absorption and retention of information..

7) Record your voice

When practicing giving a speech, record your voice and then play it back to yourself. Hearing part by part of your own voice while speaking increases the ability to remember topics; Because now you are using visual and auditory strategies to strengthen memory together.

8) Exercise before going to sleep

Neuroscientists have discovered the connection between sleep and learning and memory enhancement. Their findings show that sleeping increases the consolidation of the last information that your memory system received before sleep. Therefore, if you repeat the speech just before going to sleep, you will remember it more easily when you wake up in the morning..

9) Upgrade your active memory

Active memory is a system in the human brain that makes it possible to temporarily store information and manage information necessary for complex tasks such as language analysis, reasoning, and learning new material. Improving working memory increases control over our ability to pay attention and remember.

Neuroscience experts believe that working memory is strengthened with a lot of practice. Finally, remember that only you are aware of the ideas you are going to present in the speech. If you forget a topic during a speech, skip it easily and be sure that the audience will not notice it either..

Know that you are not performing an opera where the audience memorizes its lyrics and follows it. If you remember the forgotten topic during the lecture, easily say "there is another point I should add". So instead of spending your time worrying, use it to use memory enhancing tools.

The sixth law: Verbal communication

Tips on effective communication in speech

It must have happened to you that you have attended a meeting and you are tired of presenting the speech of the person in charge of the meeting and you go to your mobile phone or watch to end the meeting.!

Many of the meetings that are held on a business basis and at the organization's place on a weekly or monthly basis, despite the use of PowerPoint and photos and videos, are boring and do not give a good feeling to the audience..

If you as a manager can't give a good presentation, you certainly won't be able to get top managers to promote you or you won't be able to communicate well with your employees and convince them to do something.!

Presentation and speech skills

In the following, we intend to express some techniques to increase presentation skills so that you have good and effective business meetings. These techniques can help you a lot in achieving an attractive and effective speech, as well as making you feel good.

While giving a speech, try to remember the following important points:

1. Come out of your self-conscious shell

A speaker should understand that if he is good-natured and good-natured, the world will treat him kindly. There is a truth and it is not easy to speak naturally in front of the audience. A speaker should be able to remove the

previous mental barriers and try to speak naturally; Like a theater actor who plays without the least restrictions and displays his hidden emotions. During speech exercises with your friends, try to speak comfortably.

You can say a sentence at the beginning of the speech that the audience will enjoy hearing. For example, we will definitely enjoy our time together.

Goodwill

Start your conversation with a definition; Like a dentist who starts his work by injecting novocaine to relieve the pain when drilling a tooth.

Appreciation and appreciation of others can have more effect than novocaine!

In your verbal interactions with others and during presentations and speeches, sincerely praise and compliment others.

Praising others for their behavior and good deeds is very important and a new and good style in life..

When we can praise others well and praise them for their work, we think about others in addition to thinking about ourselves.

Just as children take great pleasure in encouraging their parents, it can be rewarding for other humans as well..

There is a famous saying: "The listener brings the taste of the speaker...".

The more we listen well in our relationships and in our conversations and include praise in our conversations, we can certainly open the way for others to speak and verbally communicate well, because everyone we communicate with is human. And they feel good about their praise.

We should be honest in our definitions of people and extreme in praising them!

If we cannot honestly compliment others and praise them for their good deeds, we cannot have a good relationship and conversation.

The difference between admiration and flattery

The difference between admiration and flattery is very simple! One is honest and sincere and the other is hypocritical! One is a word from the heart and the other is a sentence on the tongue! One is associated with humility and humility, but the other is with arrogance and arrogance!

Ralph Emerson has an interesting sentence:

"Whatever language you want to use, you can never say anything but what you are."

We must reach a level of expertise in human relations so that our conversations do not have any smell of flattery.

Apology at the beginning of work

At the beginning of your speech, try not to apologize unnecessarily!

If you are tired or not in the mood to give a speech, there is no reason to apologize, because the audience is looking to hear what you have to say, and this expression of apology conveys a bad feeling to them.. If you made a mistake and arrived late to the meeting, instead of apologizing, you can say that today I will try to express things better and more to make up for this wasted time!

In addition to extinguishing the bad feeling of the audience, this will increase your self-confidence in your speech and create a good feeling about you in the minds of the audience.

Attention to the characteristics of people

In our verbal relations, try to emphasize the positive points of people and the good things they have done and praise them. This is how our conversations remain over time and in the minds of the people with whom we communicate verbally. "Emerson" has another interesting sentence: "Everyone I meet is my superior, because I learn something from him."

We should always make people feel important at the beginning of a verbal communication!

"The deepest principle in human nature is his struggle to be praised."

William James

Others should be spoken to in a way that you would like to be spoken to. Treat yourself the way you want to be treated.

There is a fact in business and verbal communication: Almost all the people you interact with or see every day consider themselves superior to you in some ways and the best, most effective and surest way to penetrate their hearts is to gently let them know that you are important, valuable and You know their superiority.

You must be able to thank and appreciate people well in order to open the way for you to continue your conversation and get into their hearts.!

For many people in organizations, this expression of affection and praise and admiration for their good works is like a particle of life in the desert that is sometimes not found.!

So, during our presentations and speeches, if someone answers a question or expresses an important issue, we

sincerely thank and appreciate them so that others are also encouraged to answer our questions.

1. Build a bridge

This is one of the most important things you can do at the beginning of a speech.

Start the conversation by pointing out one of the points you have in common with the audience.

For example, you can say that you once worked in their industry or that you once sat on these chairs at this university..

When you spend time building bridges, your audience will recognize you and accept you more easily and your opinions more easily..

2. Talk about your audience's interests

Audiences like to hear things that they are interested in and that are their issue.

Hearing these things ensures good communication with the audience.

Visualize your speech with the interests and needs of your audience and their mood.

Speakers who fail to do this end up with audiences squirming in their seats, yawning in boredom and constantly looking at their watches and at the exit.!

For example, if you are going to give a speech in a new city, before traveling there, get information about that city and its history that you can use in your speech..

For example, say that you noticed that over the years, the people of this city have not stopped working for the prosperity and progress of their city and country..

People usually look to the speaker to talk about their problems and his solutions to the problems. For example, tell people that I'm here today to talk about how to

properly save and invest in this special time. Be sure that they will pay full attention to you!

3. Encouraging and providing a sense of importance

Make people feel important. Don't forget to praise and compliment good works and do it honestly and see how people listen to you.

"The encouragement of sunlight gives warmth to people's lives. We will not grow and develop without encouragement and we will not get results. However, most of us like to criticize more than to encourage, and we do it!"

Hess Lairge; psychologist

When we can create a sense of importance and encouragement in our speeches, they will easily listen to us.

"When criticism is minimized and encouragement is emphasized more, people's good work is magnified and poorer work is undermined by lack of attention."

B. F. Skinner; psychologist

If we, as a manager, with the people we are in contact with, put more emphasis on encouraging people in our words and remind them what treasures are hidden inside them, we can do something beyond change and progress and a huge transformation. create

We managers generally have special abilities that we sometimes forget due to habit and conflict with daily life, and one of these habits is your magical ability to encourage others and make them aware of their talents.

Try to praise the smallest progress of people in order to make a big change in your organization and company, and in this expression, be sincere, generous and honest.!

4. Appreciate sincerely and sincerely

Thank your audience for what they're doing and give them sincere and honest appreciation, and see how you can easily win their hearts..

5. Praise from the audience

You can thank your audience with a smile and from the bottom of your heart at the beginning of your speech. You should smile in such a way that they feel that you are happy to see them. They are your old friends that you haven't seen in a long time! It is a great honor to be here with you!

6. Creating prejudice in the minds of the audience

In meetings, never say a sentence about a person who wants to speak or present an opinion that may prejudice other audience members.! For example, saying this sentence about a person who wants to speak can cause prejudice in the audience's mind: "Maybe you don't agree with their opinions, but we listen to them."!!"

Sentences that cause your audience to be prejudiced (either towards you or towards another person) can cause the audience to stop listening to your words and their minds are occupied with your words and prejudices.!

Respect your audience and don't say anything that will break their pride. The more you respect your audience and involve them well in the discussions, the more your value will increase in front of the audience.

7. Empathize with the audience to communicate effectively in a speech

In the first sentences you say, communicate directly with the group that is your audience. for example:

"Thank you very much for the welcome you gave me.".

Another way is to use the name of the audience. This causes people to feel sincere friendship towards the speaker.

Use the pronoun "we" instead of the pronoun "you", because it will draw the audience's attention to your words..

Do not use the pronoun "you", which will make the audience stay away from you and make the audience feel inferior. Also, use the pronoun "we" instead of "I". For example:

"We all want to be able to speak well in front of a large crowd with confidence and mastery. Isn't that so?"

8. Involve the audience in your conversations

Audience participation in the speech is very effective.

During the speech, try to challenge the minds of your audience and ask them questions so that they enter your discussion. By asking questions, we make the other party start talking and express their opinions. This makes the audience consider themselves a part of the speech and easily provide their tips and experiences to others to solve the stated problem or issue. For example, to express a practical task, invite the audience to come on stage and complete a part of your speech. In this way, the audience knows themselves in the speech field, and if one of them comes up on age, others pay full attention to that audience and you.

You are not supposed to speak in one direction and be monologue in the speech! You have to attract the attention of the audience and make him participate in the speech.

When you ask others questions and seek answers, your audience's minds are activated, and their minds are restless until they get the answer.!

We can also invite one of the audience to help you with your answer or a part of your presentation and be your colleague..

There is a saying:

""Question hock the mind"

"The question is locked in the brain!"

In our speeches, we should always consider the audience and not speak for ourselves! We must know that there are audiences in which we are supposed to create a movement and do a good activity. So, we should be able to use the audience effectively in our presentation. Of course, keep this point in mind:

When you listen well to your audience while answering, you encourage them to talk and, as a result, they listen well to your questions again to find an answer to it..

Don't forget the listener's participation in the speech.

9. asking questions

If someone asks a question about a topic that you have even stated well, you should never say, "Didn't you listen, I said that?"!!"

In such cases, don't tell your audience why they didn't listen and respect their personality.. Like great speakers, you should treat your audience with respect and kindness. As stated, an effective speaker should be inspirational in his words and behavior and should not hesitate to present content and tips that can lead to the growth and development of the audience..

Get them to start talking to each other.

Confidently ask them to ask the person next to them what they would like to learn from this seminar.

10.Align yourself with the audience for effective communication in the speech

It is very important for the speaker to place himself at the level of the audience and to be on the same page as them and to have a great intimacy with the audience..

In speech, we should have humility, trust and benevolence. The audience respects you when they hear that you admit your faults. Of course, provided that you do your best to provide good content! One should never confuse the audience with too much knowledge and complex words; Rather, their minds should be enlightened with complete empathy and common thinking. If we can create and strengthen this empathy, we will find the key to the audience's heart!

11.Communicate eloquently with your audience to communicate effectively in a speech

The audience should feel that the speech message is transferred from the speaker's heart and mind to his mind and heart. The audience expects the speaker to speak as clearly as possible, and when speaking to someone, his tone should be simple and friendly, his behavior should be unpretentious, and he should have some energy in speaking. The audience wants the speaker to speak eloquently but be like himself!

A good speaker should be able to speak so naturally that the audience will not notice the way he is speaking and only pay attention to the topic he is talking about.!

The only way to be naturally eloquent is to practice. While practicing, try to imagine the presence of an audience who gets up and asks you a question, and you

answer him easily and naturally and have a natural conversation.. You can even jump in the middle of your words during practice and say, "Surely, you want me to give you a reason for this?"

"Now I say..." Then continue talking.

This can be done very naturally, and in this way the monotony of the speech will be removed and your tone will be more pleasant, frank and conversational.. As a speaker, we should be able to sincerely and honestly show the audience what we have seen and convey the same feeling that we have received. A good speaker should act like a window that only lets light through!

12.Put your heart in your words

When a speaker speaks from the heart and with sincerity and passion, his emotions are easily seen and you can feel his soul.!

These expressed emotions can cause a person to behave and speak in a natural way.

When you talk about a topic, make it clear to the listener how you feel about it. The more the scene you're describing is accompanied by the feelings you had, the better you'll be able to convey your mindset to the listener..

Ignite the fire of passion in the heart of that subject and be sure that there will be no problem in attracting and keeping the attention of the listeners.!

In the history of rhetoric and rhetoric, people who have had the greatest impact on their audience have spoken from the heart and had a deep and heartfelt interest in the subject..

Intimacy is based on opinion, and opinion is a matter that arises from the heart, and therefore words that originate

from the heart and feelings are much more effective than cold words that are only expressed based on thinking..

13.Establish friendly communication

Some professional speakers communicate with the audience before the speech and treat them in a friendly way that creates a sense of old friendship in the audience..

14.Practice making your tone strong and flexible

When speaking, we should try to raise our shoulders, use hand and face movements well, and raise and lower our voice and change our tone when describing events.

All of these increase the effect of the speech, but can they cause the attraction of the speech?

Changing the tone and voice is completely influenced by our mental and emotional state.

We should be able to convey the content that made us excited to the audience in a simple and natural way and let them share in this excitement and enthusiasm..

It should not be forgotten that in addition to speaking naturally, a speaker must increase his vocabulary and strengthen his imagination and power of expression..

During the exercises, you can record your voice and check and correct the tone, rhythm, ups and downs, and pauses..

When giving a keynote, don't forget that being tied to technique means death to impact!

At that time, put your heart in your words and let all your intelligence and senses be so that you can make a mental and emotional impact on the audience and be sure that you can easily make a great impact on your audience.

15.Great workout

One of the exercises is a three-stage breathing exercise that is performed in four seconds of inhaling and holding the breath for four seconds and then exhaling in the last

four seconds.. This action should be done in about three minutes to remove the pressure before the speech. This practice gives the speaker a certain relaxation, so that he can do his speech well with all his strength.

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The seventh law: non-verbal communication

The importance of body language in speech

One of the most important factors that lead to your failure or success when speaking in public is body language. In fact, if your body language is not aligned with your inner feelings, it will not allow you to win the speech. So it's important to work on your body language when practicing to give a better speech.

If your body language is in a good state, you will be able to present your speech with ease and more confidence. To be successful in this field, you must know the necessary techniques to improve your body language and use them to become a successful speaker.

In the following, it will be fully explained about the types of body language in the speech, as well as the points that you need to know to improve it. If you are one of those people who want to become a successful speaker, you should work on body language in your speech. The importance of body language in a speech is very important, because the correct execution of body movements in a speech will help you to prevent audience fatigue and give a successful and ideal speech..

Types of body language in speech

If you want the audience to pay more attention to your words, you need to work on your body language while speaking and have a better presentation. Before that, you should know what are the types of body language in

speech and how to use them? Knowing the types of body language in a speech will help you have more control over your audience and your performance and experience a successful speech. In general, the types of body movements in fast speech are:

1. Eye contact in speech

Eye contact is one of the most important types of body language in speech. No matter how large your audience is, if you're going to speak to a crowd, you need to make strong eye contact with your audience. Eye contact does not mean looking at every single person in the lecture hall. The goal is to make eye contact with an interested audience and increase their attention to the speech. Eye contact in a speech leads to an increase in the speaker's self-confidence and attracts the attention of the audience. Therefore, you should learn how and when to use eye contact. For this, it is necessary to look at the audience for about two or three seconds. Because if you stare into the audience's eyes, it will give him a bad feeling and may cause him discomfort.

In other words, the purpose of eye contact is to be able to check the behavior of the audience. Are they enjoying and interested in your speech? When you make good eye contact with your audience, it means that you value them and want to talk to them honestly. So, if you want to have a successful speech and prevent audience fatigue, you must learn all eye communication techniques and implement them in a principled way..

2. Facial expression

Facial expression is another type of body language in speech that you should not ignore. Your facial expression tells your audience a lot about you. In other words, it can

be said that your facial expression says everything. Your face can have a negative and positive effect. If you can't control your facial expression, it will have a negative effect, but if you use your face to convey your message, it will have a positive effect..

Public speaking is one of the most difficult jobs in the world. Therefore, most of the people who are in such a situation, fear appears on their faces. So it is important to control your facial expression and show yourself with confidence. Having a good facial expression reduces stress during a speech and helps you give a better presentation.

Facial expression is something that exists in all people and cannot be denied. In fact, facial expression shows anger, fear, disgust, happiness, sadness, surprise and other states of a person. So, if you want to have a successful speech, you must first overcome your fear and be happy. When you have a happy and energetic face, it increases the mood and confidence of the audience and they will listen to your speech more carefully..

3. Head movements

The speaker's head position and its movements help a lot to deliver a better speech. Each of the head movements shows a specific concept to the audience and should be used in its proper place. For example, if you lower your head, it shows that you are tired and you are waiting for the right opportunity to continue the speech, or if you tilt your head to the sides, it shows that you are interested in the topic and listening with full attention. You can also shake your head to emphasize a topic or show its importance.

Head movements are one of the types of body language in speech and should be used correctly. Head movements can convey different signals and concepts to the audience. So it is necessary to know the meaning and concept of head movements well and use them at the right time. This will help you engage your audience in simple ways.

4. Hand movements

Body language does not only lead to head movements, but hand movements also play an important role in this field. If you have noticed, most people move their hands while giving a speech or speaking normally. There is no point in remaining still and motionless during a speech, as it shows that you are dry and may tire the audience..

Hand gestures are among the types of body language in speech and help to increase the quality of speech. "The most popular speakers," says Vanessa Van EdwardsTEDs use their hands when speaking. This is done in order to convey the message clearly to the audience. In some cases, the audience may misunderstand your message. Therefore, the use of hand movements prevents this problem."

In general, the correct use of hand gestures in a speech will help you to have a successful speech. In other words, hand gestures make it easy for the audience to remember what you are saying. So, if you want to give a perfect and popular speech, you need to work on hand gestures and get help from your hands in different situations to convey messages better.

5. Body position

Having a good appearance is very important and makes you known as a respectable and valuable person; But if your body posture is not right, it will lead to conveying a

negative message to the audience. So, along with other types of body language in the speech, you should also pay attention to your body posture. This will make you a real gentleman and make your speech more exciting.

To improve your posture, you need to get your shoulders out of the bent position and stand up straight. Your body posture in the speech should be such that it shows that you have enough self-confidence and master the subject of the speech. You should not stand in such a way that the audience imagines that you are afraid of being in public or that you are a sloppy and disorganized person.

In fact, your posture shows whether you are interested in being in the specified place or not. If the audience feels that you do not have enough motivation and desire to speak, they will not listen to your words. In other words, your body posture shows how the audience will behave. So, if you want to delight your audience and keep them with you until the end of the speech, you must correct your posture..

6. Important points of body language in speech

After you know the types of body language in speaking, it's time to implement them. This process is not so difficult and only requires following a series of tips and practice. In this section, we will explain the important points of body language in the speech. Following these tips will help you deliver a better speech. In general, the important points of body language in the speech are:

7. Don't forget to smile

We all face different people in life. We may meet a new person who has a frowning and serious face. In such a case, we will not have a good feeling and understanding of him; But what if the same person smiles at you? No

doubt you will realize that you have misunderstood. This shows that smiling can change the audience's perception of you. Smiling when angry is not easy, but it is not impossible either. You should practice smiling because your smile will make your audience feel comfortable and smile back at you. You do not need to open your mouth completely. Opening the corners of your mouth is enough on its own because it makes you look more attractive. So, if you plan to have a memorable speech and communicate more with your audience, it's better not to forget to smile.

8. Stand up straight

Standing straight is one of the most important points of body language in a speech, which is observed by many great speakers. When you stand up straight, you will have more energy and be able to deliver your speech with more confidence. On the other hand, if you hunch your shoulders, it seems that you are not in the mood to give a speech. If this is the case, it will give the audience a bad feeling and they will not pay much attention to your speech.

Standing up straight is not that difficult and requires a little practice. Just pull your shoulders back, lift your chin and pull your stomach in. Believe me, this will increase your self-confidence and you will feel better about yourself. In addition, standing up straight will help you deliver your speech more confidently and easily connect with your audience..

9. Speak clearly and confidently

Your speech depends on how you present it. If you want your message to be heard well and the audience to act on it, you must speak clearly and confidently. Before you start the speech, it is better to take a deep breath and

remove all the negative energy from yourself. You have worked hard for this speech and you want to give your best performance. So imagine you are talking to your friends and you have to tell them something important. This technique will help you feel more comfortable with your audience and speak more clearly. Your voice should be clear and without stuttering. In other words, the audience should enjoy hearing your voice and all your words should be understandable for them. All these techniques are related to the art of expression and need a lot of practice. By participating in the Fan Bayan course, you can learn the secrets and techniques of speaking well and have successful speeches. There is nothing wrong with the fact that you have a special accent. It is important to have a good expression technique and present your words clearly and clearly to your audience.

10. Give yourself a break

One of the most important points of body language in a speech is that you should give yourself a break. This means speaking only when you have enough energy to speak. You are not going to torture yourself. Whenever you feel tired, you can take deep breaths to calm yourself down. Of course, taking a break does not mean that you leave the lecture and sit in a corner of the hall, but the meaning of taking a break is to calm your mind..

Breathing has a huge effect on your fatigue because it calms the mind and makes you more focused. Breathing also strengthens your voice tone and makes you sound even and effective. So whenever you feel tired, pause or take a deep breath to increase your concentration. This tip may seem simple, but it plays an important role in

improving the quality of body language in your speech and performance.

11. Do not neglect the presentation slides

Most speakers use slides to enhance their presentations. The way slides are used plays a big role in attracting the attention of the audience. If the audience's mind is distracted, you can draw their attention by pointing to the slides (hand movements).

12. Show yourself strong and authoritative

Most speakers like to be completely serious and present themselves in a powerful way to their audience. Of course, this does not mean being arrogant or out of touch with the audience. To increase your power and authority, you should practice different poses and choose the pose that matches your face. One of the best power poses is to stand up straight and swing your arms around the conference room..

13. Connect more with your audience

Some speakers have a habit of turning their backs to their audience when using slides. This is perceived as rude to the audience and has a negative impact on them. You should never speak with your back to your audience. Instead, you should communicate more with the audience and make eye contact. You can also walk in the hall and point out important points to the audience.

The eighth law: emotional states and feelings

Emotional intelligence in effective communication in speech

Emotional intelligence is one of the effective tools in communication that enables the speaker to know himself better, to understand the emotions of others and to be able to communicate well with himself and others.

This intelligence allows us to consider our audience moment by moment in our conversations, so that we can communicate with them effectively and behave transparently.

Effective listening, using emotions to solve problems and having a creative and constructive relationship, and finally the conscious use of emotions and feelings, which are all definitions of emotional intelligence, guarantee a good and ideal speech and effective communication in the speech.

Take the above very seriously; Because if you ignore them, your audience will go to one of the following: Social networks, playing on the phone and texting, thinking about problems, talking to the person next to you, leaving the hall or sleeping.

Don't forget that the audience is always judging us in their mind! So, follow the effective communication in the speech with your audience according to the contents!

The content that is expressed should be new and practical.

Expressing content that is repetitive or obvious can easily draw the audience to their mobile phones!

In the meantime, we should know our audience well and with the knowledge we have about them (values, beliefs and preferences), we should express content that is not repetitive or obvious for them.!

During the speech, in order to attract the attention of the audience and make their minds more involved in the speech session and the topic under discussion, you must be able to use attractive and effective solutions and ideas.

In one of the presentation sessions in one of the organizations, one of the participants, when it was his turn to give a speech, in order to show that he has done good work in the field, he gave a part of his pieces to the audience so that they could use the piece in question. Let them feel with their hands and this issue should be well placed in their minds that the person in question is working in this field.! Many creative things can be done in presentations.

A practical and simple exercise:

Write here an example of creativity that you have observed in other people's speeches or that comes to your mind.

How to speak during a speech

Good tips for speaking and preparing to speak are things that will help you to be attractive, engaging and interesting to speak and speak in front of the crowd..

Variety of sound

To make the speech attractive and interesting, you must have variety.

When you want to say something serious, speak slowly.Lower your voice to a whisper, as if you want to

share a secret. Raise your voice when you want to emphasize an important point. If you do these things, your conversation will be catchy and attractive and your voice will improve. Don't forget enthusiasm in your speech and let this enthusiasm guide your speech. This passion causes important changes in our voice during speech.

Sound intensity

If the volume of your voice is so low that the audience cannot understand what you are saying, you will not be able to communicate properly.

Expressive, simple and far from expertise

Loudness and loudness are not the same, but they are related. When you decide to speak louder or softer, you change the volume. You can even set your voice to a whisper. Meanwhile, it is very important for the audience to understand what you are saying. The simpler the words that are expressed in the meetings and the more they are away from specialized words, the better they convey to the audience..

Eloquence

When we are having a conversation with others, we should be able to speak correctly, expressively and eloquently. When we speak like this, the audience can easily understand our words and they will have a better sense of our words and ourselves..

In this regard, there are many words in the Qur'an and our hadiths in the direction of conveying the word. Imam Ali (AS) says:

"The goodness of Mazanah's words is the goodness of the system and the understanding of the particular and the general; The best speech is that which is decorated with

good education and order and is understood by the scholar and the general public.

Easy to speak

"Say to them the sayings of Mysore; When you talk to people, speak easily.

Compliance with the conditions and requirements of the audience is very important and significant.In our speech and verbal communication, we should be able to use short and small words at the right time.Sometimes short messages can be more effective and more effective than long messages and this should be understood according to the circumstances and the surrounding environment and audience..

The triangle of the speaker and the listener and the environment and conditions determine the shortness or length of the message in verbal communication..

Expressing your voice effectively

Put your body in a good position so that you can breathe well.

Face the direction of the sound. Look at the audience, not at the ceiling and floor of the hall and slides.Think and make decisions and speak at the appropriate speed.

Pronounce accented and static words well.

Speech clarity

It is a component of voice expressiveness. Your voice should be heard and understood.People may hear your voice but fail to understand that your message is not getting across.

Breathe well

Try to have enough breath for each sentence so that you can pronounce the words easily.At the end of the sentence, pause and breathe again and say the next

sentence. Control your speaking speed and pauses so that you can breathe easily.

This point is one of the most important points of a good speech!

Have good eloquence and pronunciation. Speak slowly and clearly and pronounce tense and stressed letters well in sentences.

Speed

The speed of your voice should be such that it conveys the clarity of words and energy to the audience. If you speak at a high speed, the audience will think that you are stressed, and if you speak at a slow speed, they will think that you are not interested in speaking.. Control your speaking speed so that you have energy in your speech and convey a sense of self-confidence to the audience..

Talking without words with facial movements

Another important point is facial expressions. It is very important that the facial expression matches the content you are presenting.

It's best to always smile, except when you're bringing up an uncomfortable topic like firing a group of employees from the office..

Facial expressions have more power in presenting content than other parts of the body. So tell your body to relax.

Pause and silence

By using a pause after two or three sentences, you will make the audience listen and understand your words better, and in addition, you will have more time to think, and at the same time, your words will be delivered with more power. All these good speech tips come with practice.

Being a good listener

A good speaker must be a good listener! When you listen to someone well, you not only make them feel good, but you also make them feel a sense of respect.

The greatest respect for a person is to listen to him completely, and this is perhaps the greatest compliment to a person.! To be a good speaker, we need to be able to listen well to what others are saying. We should hear with the presence of mind and in addition to our ears, we should also hear with our eyes!

Presentation skills.

When a person is upset about something, we can become a source of consolation and comfort by listening to his words and showing that we understand his feelings and if we were in his place, we would have the same feeling.

It is the sweetest and most enjoyable part of verbal communication when a person knows that the other party is listening to him well.

If you want to be a good speaker, you need to be able to listen and be able to attract others.. When you ask a question, you should listen carefully to your audience's answer to get them excited. By listening well to others, you will make them talk about themselves and their achievements and results..

By listening well, encourage people to talk about themselves and answer your questions well!

Restlessness and inappropriate movement

Sometimes, due to habit, we flip the papers or play with the ring or the button of our clothes, and this causes the audience to lose focus on the subject.

One of the reasons for this is not having enough practice and not having a sense of self-confidence, which causes

you to pay attention to something other than your words and the audience in order to reduce your stress.!

The more you practice your speech, the more confident you will become.

Do not finish your words quickly!

Great speakers always try to inspire people with their words and speeches. Do not rush through your sentences! Your words should be expressed in such a way that the audience can easily understand it and think about it well so that it is institutionalized in their minds..

Feedback and evaluation

In order to deliver a better speech, getting feedback from our audience and listeners is vital to our career development as an effective speaker..

You should listen to the bell and check and monitor the market in order to move according to the wishes of your customers and be in tune with them."Our most important work in the speech begins after the speech!" Lily Dalters

The ninth law: Physical appearance

The way of dressing is one of the important aspects of non-verbal communication and is of social importance for the audience. Here it also covers things like jewelry, ties, handbags, hats, and glasses. The manner of dressing conveys non-verbal clues to the audience about the speaker's personality, background, and financial status. The way you dress reflects your culture, mood, self-confidence, interests, age, authority, values, and gender identity..

Sometimes the shape of the cover conveys a negative message. A disheveled face, disheveled hair, and wrinkled clothes convey the message: "I don't care about this speech"; While the appropriate covering expresses the importance of that occasion for the person. Maybe the tight and short dress looks attractive; But in an important and serious public speech, it does not convey the right message to the audience. Of course, the appropriateness of clothes varies on different occasions, and throughout history, the criterion of appropriateness or inappropriateness of clothes has changed. For example, the "free" clothes of women active in the fight for the right to vote in the early 1900's seem formal and "unfree" today; At that time, it was a bold move.

Dressing has intrinsic and internal rules that determine what message a person wears and how to wear it conveys to the audience. When you show others your positive side

through your makeup, makeup, and grooming, they also gain confidence in your abilities. As a general rule, clothing should be chosen based on the type of audience, event and purpose. You should think about your audience before choosing the desired clothes. Of course, the clothes should be comfortable and not too formal and luxurious. In addition, the way you dress in public speaking should not be a fashion show; Because it reduces attention to the main content of the speech.

Tips for speakers

Always dress appropriately for the occasion. Consider what clothing is appropriate for the event and the culture of your audience.

In different societies and cultures, there are different norms for covering up, and understanding the norms in cultures is useful in public speaking; Although today in many countries Western business styles are generally accepted.

The Tenth Law: Control the situation

Controlling anxiety during speaking by controlling external conditions

Part of the anxiety during a speech is due to unknown external factors, for example, you are not familiar with the people in the crowd and their point of view, or the environment and the lecture hall are too big for you and you are not ready for it.

Remember this rule:

"The cause of fear of everything is its unknown".

So before starting the speech, try to do the following to get a relative understanding of the situation:

Know exactly what you want to convey

In order to give a speech without anxiety, you must have reviewed and studied the material you want to present several times in order to achieve mastery. Mastering the material allows you not to lose the string of words when you are excited and to remember the words easily and to be able to convey your desired topic..

To become more proficient, it is better to present those materials to your friends or family several times, or if you don't have this possibility, you can use the mirror technique. In this technique, you place a mirror in front of you and speak to the mirror. This technique also allows you to see yourself and practice the posture you want to have when speaking. You can also record your voice and

listen to it several times to find out your speech errors or ambiguities..

By structuring, you can also advance the speech as you have planned; For example, remember the order of what you want to say; Or you can have keywords or a summary of what you want to say on a sheet with you.

Who is your audience?

One of the reasons that turn a speech into a disaster is the anxiety of unexpected reactions from the audience. In order to feel comfortable that the audience will accompany you, it is better to communicate with them before starting the speech and try to understand their point of view on the subject.

You can talk to them before they enter the hall and go to their seats and welcome them when they walk into the hall; Or you can design a short survey and ask the audience to express their opinion about the topic or what they expect from your speech with the sheets they have before starting the speech.

Disorder = failure

Both you and the hall conditions should be completely ready before the speech. The confusion of the situation and the emergence of a problem in the moments before the speech will definitely make you anxious..

You should prepare your comfortable and suitable clothes before the lecture and arrive at the lecture venue before time to familiarize yourself with the hall and prepare your equipment. If you can perform in an empty hall before the main speech, it will be very effective in controlling your anxiety.

The hall must have been tested in advance for proper lighting and sound echoing and have no technical

problems. The audience's seats should also be comfortable and perfect, and each person should have enough visibility.

Controlling anxiety during speaking by controlling internal conditions

Try to regain your inner calm so that you can proceed with the speech as planned. When things go as you expect, your subconscious anxiety becomes much less and more manageable.

Pay attention to the natural needs of your body

When you feel excited and anxious, your mouth may become dry or your body temperature may rise. You can control yourself by drinking a little water. Drink water slowly and take deep breaths and take control of your body, or you can massage your forehead, which is the main speaker in the body..

You are not a robot

Try to lighten up your mood with a sweet smile, or you can walk while speaking and not control your natural body movements.

You can change the tone of your voice and it is better to speak in a more measured and calmer way than you normally do. In this way, the audience has enough time to process your content and your anxiety is reduced.

Understand your audience

No matter how interesting your speech is, people may still yawn or have to answer their phone. So don't worry too much about this and focus on your work.

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