

# Using **Words** to Earn the Trust of a Local Populace

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# The Five




# Status Quo

- How were we doing things?
- What came of it?

**Question:** How do I get people that don't look like me, dress like me, speak the same language as me, have the same God as me, nor the same nationality as me to give me information over someone that looks like them, dresses like them, speaks the same language as them, share the same God as them, and oh by the way... may be from same family?!?

# End State

What I Want	What the Locals Want
Win	Safety: IEDs, Mortars, Gun Fights
Safety for my men	Normalize?
Bring everyone home	Jobs
Kill or capture bad guys	Utilities
Information	U.S gone/bad guys gone
Police themselves	Basic necessities: food, water, shelter



# Bridging the Gap

- Safety for my men, safety for locals
- How?
  - Route clearance
  - Information of when/how emplaced

# Man with the hammer syndrome...



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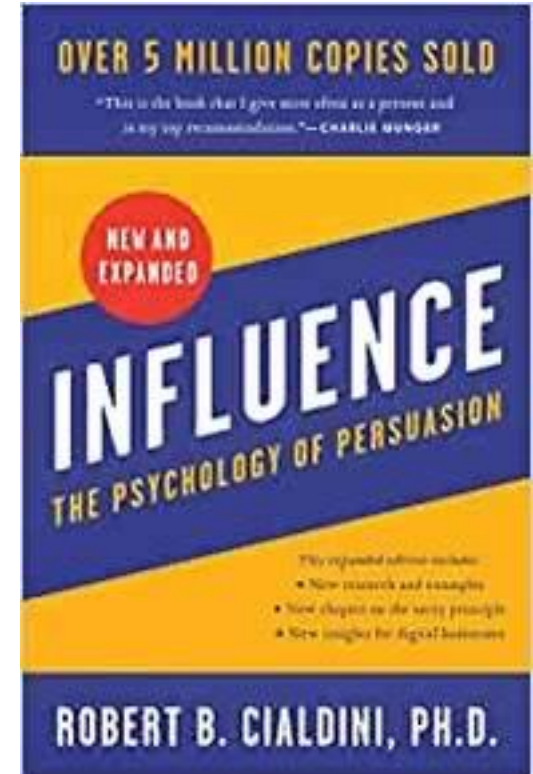
Where are the  
bad guys?



# Influencing

Robert Cialdini's book, *Influence*

- Authority
- Reciprocity
- Likability
- Social Proof
- Consistency/commitment
- Scarcity



مكتب اماني للخدمات  
الانترنت

اسواق نشوان  
Gourmet grocery store



Ha

بروادة





# Your Action Plan

- Define your end state
  - What do you want?
  - What does the local populace want?
- Bridge the gap
  - Use Influencing tactics
- Share your successes
- Re-evaluate and repeat

# Contact Information

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