

# **Managing Business Through Human Psychology**

**A Handbook for Entrepreneur**



**Ashish Bhagoria**

# Managing Business through Human Psychology

“A Handbook for Entrepreneur”

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# **Acknowledgement**

Success is achieved with support and involvement of people around us. It happens when we understand them and they understand us. And that is how my family, friends, staff and associates supported me while writing my first book.

Before the readers start reading this book; I wish them to get acquainted with the great contributors who made the successful completion of this book possible. Mr Vikas Gurung, my friend, transcribed this book and gave it a textual shape. Mr Arvind Sharma, a famous cartoonist and my buddy, designed the cover page and created an appropriate theme for the title. And finally, she, who with her creative writing skills edited this book and gave it a life; is our family friend and a professional writer, Ms Riju Sharma.

At the same time I extend my love to the valuable readers and expect their special insights and feedback.

**- Ashish Bhagoria**

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# **Basics of Psychology and Management**

*“The mind is its own place, and in itself can make a heaven of Hell, a hell of Heaven.” - **John Milton***

It's not that easy but it's not that difficult too. Yes, if you follow the basics of understanding human psychology, the success comes to you. No matter the business is small or big, it is always managed by humans. Machines and Technology are tools, again; managed by humans. Every human has emotions and feelings, which create desires. To fulfill these desires one reacts differently to each situation. At the back of the mind, it is always heart that controls it. If we learn to manage humans, we can manage the entire business process as management is, above all, a practice where art, science, and craft meet.

The Management Cycle in any business process broadly includes:

- Planning, Initiation and Execution – PIE
- Financial Management
- Human Resource Management
- Marketing Management
- Customer Relationship Management
- Operations Management

There are scores of other branches of Management that need to be perused provided we learn to handle the above Management Cycle.

My area of concern is to explain Psychology and Management, which are analogous to each other. Psychology and Management are two very important aspects of life, in general and in business. Psychology plays a vital role in all aspects of management, be it at home or in business. This book will help two types of people; those who have problems in their business and those who don't have any problem but can come across such problems at any time during the business

process. This book will be useful for entrepreneurs or the embryonic entrepreneurs and their need to understand that business is not financial science; it's about trading, buying and selling. It's about creating a product or service so good that people will pay for it. In every organization be it small or large we come across various new and tricky situations on a daily basis and we have to deal with these situations smartly and carefully. I am going to share some of my learning and experiences through this book.

## **Understanding Humans and their Personality**

Every human is different and has a different personality. Personality is the sum total of ways in which an individual reacts and interacts with others or may be defined as the deeply ingrained and relatively enduring patterns of thought, feeling and behavior. In fact, when one refers to personality, it generally implies to all what is unique about an individual, the characteristics that makes one stand out in a crowd. Generally, we categorize people according to the different types of personalities but personality is developed through the influence of the right or the left brain. The influence of right or left brain varies from person to person and splits people into multiple personalities. That is why everyone has different behavior. We agree and accept that each individual is unique, but what makes one unique is attributable to one's personality.



If we take identical twins, even though they may look alike but their behavior and personality are different from each other. Therefore, we cannot label personalities and we must deal with everyone as an individual case study.

Every person has two aspects of personality, Internal and External personality. Internal Personality is our inner self and External Personality is our outer self, which actually is a manifestation of the internal personality. If we examine people deeply, we are able to understand their thinking and psychology. That means our thinking is reflected through our personality. The way our personality shows our thinking, our thinking can change our personality too. What we think and believe is reflected through our personality. So, if we believe that we are confident then we would be confident and start behaving that way without any training and just by believing

in it. Therefore understanding human personality is equally important as understanding human psychology.

## **Human Psychology**

Before we discuss Management, we need to understand psychology, in general. Psychology deals with human behavior. It deals with the human reaction under different circumstances. Different people react in different manner to similar situations or the same person reacts in different ways to similar situation in different times. Just to understand this, let's try to understand first how we can deal with human psychology.

To deal with human psychology we need to understand Neuro Linguistic Programming (NLP). Neuro refers to the brain and neural network that feeds into the brain. Neurons or nerve cells are the working units used by the nervous system to send, receive, and store signals that add up to information. Linguistics refers to the content, both verbal and non-verbal, that moves across and through these

pathways. Programming is the way the content or signal is manipulated to convert it into useful information. NLP helps us deal with human behavior. The brain may direct the signal, sequence it, change it based on our previous experience, or connect it to some other experience we have stored in our brain to convert it into thinking patterns and behaviors that are the quintessence of our experience of life. On this earth, only humans can understand language. Moods, emotions, feelings, mind, brain and psychology are present in every living being but humans have one special character, which makes them different from all the other living beings and that is Language. Other living beings like animals and birds also communicate but they express it through various sounds and unlike humans, they lack the cognitive mental apparatus to be infinitely creative. Humans are distinguished from all other

species by an innate capacity to create language. To communicate or to express themselves they cannot use words. Hence, the power of word is very important, in dealing with humans. A word expresses the feeling that is going on in the mind of the human, for example if we have to say “hello”, though it is a single word but how we say it that makes the difference. It shows our expression and what is going on in our mind. The basic premise of NLP is that the words we use reflect an inner, subconscious perception of our problems. If these words and perceptions are inexact, they will create an underlying problem as long as we continue to use and to think them. Each word is important to deal with psychology and also to make it easier to deal with humans if we understand words. Language is a medium to communicate and convey our expression. There are regional, national or international languages but the common thing is that

every language uses words. We need to understand that words are like knife. A person can use a knife in many ways, it can be used to kill someone or to protect himself or to chop the vegetables; reaction or the feedback will be depending on the action or the event. When a straight talk is given to a person, they might feel hurt or offended or even feel angry, on the other hand when the same talk is given to another person they might take it positively and rectify themselves. We might come across third type of people, who are least bothered about the statement; they will just listen to it and forget it. Same words can have different impacts on different person or no impact on some. So, in dealing with people we need to be very specific with our words, as words can make or break a deal and it should not be so that we have to talk about something just to keep our voice boxes in working order. Rightly has it

been said “Watch your thoughts, they become words. Watch your words, they become actions.”

Neuro-Linguistic Programming deals with the three most influential components involved in producing human experience; neurology, language and programming. Now the question arises, how can a person be programmed? We can program a person in the same way a computer is programmed or the way software is programmed. A person's programming is done through conditioning which starts from the moment he is born. This way a person develops certain habits and temperament in life. This is what makes him react to certain situations and his reactions are based on conditioning. So in human psychology, emotions, expressions, feelings and mood; all aspects are covered. All these aspects can be programmed and if we learn how to program humans, we can achieve our objectives and goals and

be successful because ultimately we have to deal with humans. It is essential for an entrepreneur to understand the technique of programming humans, to achieve their objectives, goals or targets. In this book, I will discuss how to program a person and understand his psychology.



## **Understanding Humans and their Mind**

The human mind is divided into two parts conscious and the subconscious mind. Conscious mind is the part of the brain which does the speculations, the reasoning and takes care of the logical things. This part of the mind is awake and deals with the situations around. The subconscious mind is the part of brain where the data is stored and it deals with our emotions, feelings and expressions. In our day to day life, we come across many situations which we forget. However, it's not so that these are completely erased from our mind.

Everything that we experience in our life is stored in our subconscious mind. All the events and happenings that have occurred in our life whether good or bad are stored in our subconscious mind. If we take up any book on psychology or human

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