

# HUMAN HACKING

WIN FRIENDS, INFLUENCE PEOPLE,  
AND LEAVE THEM BETTER OFF  
FOR HAVING MET YOU

CHRISTOPHER HADNAGY  
WITH SETH SCHULMAN

The names and identifying details of some individuals discussed in this book have been changed to protect their privacy.

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## PLEASE READ AND SIGN BEFORE CONTINUING

The tools contained in this book are uniquely powerful. Every year, criminals around the world use them to manipulate others to do their bidding, stealing trillions of dollars from businesses and individuals, wreaking havoc on the lives of millions, and altering the political destinies of entire nations. In sharing these techniques with you, I trust that you'll use them for the cause of good, not evil. You'll help others, not just yourself, and you'll refrain from behaving in ways that harm others. This is serious business—lives are at stake here! So, before proceeding, please read and sign the following pledge:

I, \_\_\_\_\_, solemnly swear not to use these skills to manipulate people for selfish, one-sided gain. While I may use these skills to benefit myself, I will ensure that the others with whom I interact benefit as well, and that they don't compromise their own best interests by acceding to my wishes. Further, I promise to respect the privacy of others in using these skills, and I promise to use these skills to enhance my own self-awareness, so that I can become a better partner, family member, friend, colleague, and neighbor. Most of all, I promise to use these skills in ways that ultimately leave people feeling better for having met me. If I fail in this task, as I occasionally might, I promise to learn from the experience and do better next time.

Signed,

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(Sign and date here)

# APPENDIX: DISC CHEAT SHEETS

## DISC CHEAT SHEET—D “THE DOMINANT”

“D”s want others to be direct, to the point, open, straightforward, and focused on results.			
How do you know you might be a “D”: People describe you as pushy, harsh, aggressive, or domineering but also see you as a go-getter and someone who gets things done.			
TO IDENTIFY A “D” IN		TO COMMUNICATE WITH A “D” PROPERLY:	
WORDS	ACTIONS	Be willing to:	Prepare for:
they want to know WHAT	very task focused	be brief and to the point	bluntness
rather tell than ask	may be impatient	respect need for autonomy	lack of empathy
rather talk than listen	will be direct		lack of sensitivity
may seem rude or pushy	are willing to take risks	be clear about expectations	short conversations
use authority	conscious of time	let them be a leader	abrupt comments
talk fast	history of achievements	show you are competent	
will be blunt	rely on gut feelings	stick to topic	
start with own opinions	willing to start trouble	be independent	
IF YOU ARE MANAGING A D, HERE ARE SOME TIPS:			
To help them grow you can help them:			
to feel empathy	to ask more questions	to base decisions on logic	to relax a little
to slow down and listen	to compliment others	to soften body language	to be approachable
What they want in return:			
to be in authority	freedom from details	to have power	direct answers
large challenges	flexibility	clearly defined expectations	some prestige
ON SOCIAL MEDIA “D”S WILL OFTEN:			
be short	focus on the theme	focus on the task	be aggressive

## DISC CHEAT SHEET—I “THE INFLUENCER”

“I”s like others to be emotionally honest, friendly, have a sense of humor, and most of all to recognize their accomplishments.			
How do you know you might be an “I”: People describe you as outgoing, braggy, competitive, superficial, but having a great sense of humor and in need of recognition.			
TO IDENTIFY AN “I” IN		TO COMMUNICATE WITH AN “I” PROPERLY:	
WORDS	ACTIONS	Be willing to:	Prepare for:
they want to know WHO	use facial expressions	try an informal approach	attempts to influence
rather tell than ask	are spontaneous	be relaxed	need for spotlight
rather talk than listen	like to laugh	let them talk about feelings	overestimations
tend to go on tangents/ exaggerate	have a short attention span	keep it light	overselling
use a lot of stories	will appear warm	provide written details	vulnerable to rejection
talk fast	may be a close talker	give public praise	attempts to persuade
like to share emotion	brag about themselves	use humor	
IF YOU ARE MANAGING AN “I,” HERE ARE SOME TIPS:			
To help them grow you can help them:			
with time management	with organization	be more analytical	
be objective	to emphasize clear results	feel a sense of urgency	
What they want in return:			
to be popular	public praise	warm relationships	
visible rewards	approval	freedom from details	
ON SOCIAL MEDIA “I”S WILL OFTEN:			
talk about themselves	brag a little bit	focus on looks	take lots of selfies

## DISC CHEAT SHEET—S “THE STEADY”

“S”s want you to be agreeable, cooperative, and show appreciation while being relaxed.			
How do you know you might be a “S”: People describe you as apathetic, unwilling to change, slow but also very supportive, a good listener, and having a good bedside manner.			
TO IDENTIFY AN “S” IN		TO COMMUNICATE WITH AN “S” PROPERLY:	
WORDS	ACTIONS	Be willing to:	Prepare for:
they want to know WHY	ask for opinions	be logical	friendliness
rather ask than tell	like friendly environments	provide security	resistance to change
listen more, talk less	like casual environments	give time for change	difficulty prioritizing
slow and steady	patient	show them they are important	difficulty making deadlines
are reserved	service minded	take time with changes	resistance to spotlight
quiet	not flashy or seeking recognition	be sincere	
warm	tolerant of others		
IF YOU ARE MANAGING AN “S,” HERE ARE SOME TIPS:			
To help them grow you can help them:			
be open to change	learn to brag	to believe in themselves and state their opinions	
with self-affirmation	learn to present		
What they want in return:			
private appreciation	calm relationships	security	time to adjust
happy relationships	standard procedure	sincerity	to be heard
ON SOCIAL MEDIA “S”S WILL OFTEN:			
talk about their teammates	be very sincere	use emotion	be steady and dependable

## DISC CHEAT SHEET—C “THE CONSCIENTIOUS”

“C”s want to get to the details. They want others to be accurate, pay attention to detail, and minimize socializing.			
How do you know you might be a “C”: People describe you as accurate and detailed but at times overly critical, negative, and nitpicky. Although shy, you value your few close relationships.			
TO IDENTIFY A “C” IN		TO COMMUNICATE WITH A “C” PROPERLY:	
WORDS	ACTIONS	Be willing to:	Prepare for:
they want to know HOW	focus on tasks	give clear deadlines	dislike of vagueness
rather ask than tell	very orderly	show you are dependable	desire to double-check facts
listen more, talk less	very meticulous	show loyalty	doesn't need other people
doesn't overreact	precise and accurate	be tactful and reserved	lots of research
slower rate of speech	time conscious	be precise	cautiousness
talk vs. write	hard to read	value high standards	
detailed and precise	wants to be right	be focused	
IF YOU ARE MANAGING A “C,” HERE ARE SOME TIPS:			
To help them grow you can help them:			
be tolerant	enjoy groups	accept others' limitations	
learn to seek help	accept others' ideas		
What they want in return:			
clear expectations	verification of facts	chance to shine	clear task outline
professionalism	no quick changes	personal autonomy	
ON SOCIAL MEDIA “C”S WILL OFTEN:			
use lots of detail	ensure pictures are perfect	have longer posts	state lots of facts



## SUGGESTED READING

Robert B. Cialdini, *Influence: The Psychology of Persuasion* (Harper Business, 2006).

The first book to define and scientifically analyze influence.

Amy Cuddy, *Presence: Bringing Your Boldest Self to Your Biggest Challenges* (Little, Brown Spark, 2015).

Helps hackers understand how body language eases our nerves before an engagement, and how we can utilize posture to enhance our communications.

Robin Dreeke, *It's Not All about Me: The Top Ten Techniques for Building Quick Rapport with Anyone* (Robin K. Dreeke, 2011).

Dreeke served as a human hacker in the FBI for years. His is one of the best books about quickly building rapport with others.

Paul Ekman, *Emotions Revealed, Second Edition: Recognizing Faces and Feelings to Improve Communication and Emotional Life*, paperback (Holt, 2007).

No scientist is more renowned than Ekman on the topic of nonverbal communications. This book describes human emotions and how they appear on the face.

Daniel Goleman, *Emotional Intelligence: 10th Anniversary Edition; Why It Can Matter More Than IQ* (Bantam, 2006).

Presents influential research on the amygdala and how it affects our psychology and behavior.

Chris Hadnagy, Paul F. Kelly, and Dr. Paul Ekman, *Unmasking the Social Engineer: The Human Element of Security* (Wiley, 2014).

An in-depth treatment of how to use nonverbals in everyday life.

Ellen J. Langer, *On Becoming an Artist: Reinventing Yourself through Mindful Creativity* (Ballantine, 2006).

This book focuses on the role of mindfulness, a skill that will benefit any human hacker.

Joe Navarro, *What Every Body Is Saying: An Ex-FBI Agent's Guide to Speed-Reading People* (William Morrow Paperbacks, 2008).

One of the best books on body language, from head to toe. Essential reading for any human hacker.

Paul J. Zak, *The Moral Molecule: The New Science of What Makes Us Good or Evil* (Bantam, 2012).

Zak's study of oxytocin has changed our understanding of trust and rapport building.