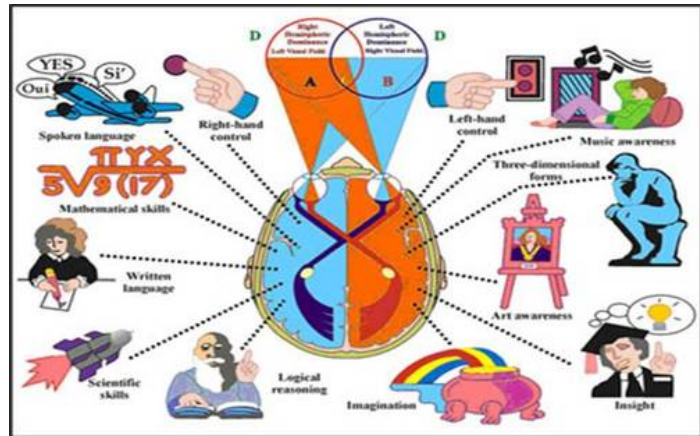


NurtureMarketingBlog.com

This is Jim Cecil's Journal



Jim is Chairman and Co-Founder of the Nurture Institute LLC. Jim spends his days writing, speaking and teaching executives the principles and methodologies of truly nurturing those they most wish to influence. For the past 22 years, he has presented the Nurture story to over 500 CEO groups with VISTAGE Worldwide.



[Jim Cecil's profile »](#)

[March 15, 2010](#)

[Ways Our Brains Respond to Nurturing.](#)

The science of gaining access to and influence with others lies deeply lodged in the mysteries of our brain. In the pursuit of better understanding the algorithms of Nurturing. I have long wondered at the different reactions that must be encountered by the vast array of personal learning preference and style that are the recipients filters. Since my early learning about individual styles and values, have always attempted to skew my communications to the personality styles as closely as possible. In my mailings, both eMail and Postal, for the Driver-Style, CEO level reader, I always included a dimensional metaphor both to add the intrigue of a 'lumpy' envelope, or an illustration of the metaphor that helps the recipient gain a flash of unique new understanding about the point you are trying to make. The lynchpin used as the metaphor said in a glance what might take columns of text. To make the point of our position in their production line or marketing or whatever; that we in fact are the missing piece of their overall process. Lynchpin: A common industrial tool dating back as far as the invention of the wheel and axle, a first wooden then metal device originally crafted to link the wheel to the axle in such a way as to make a broken-wheel replacement easier. As the industrial revolution unfolded the word lynchpin became the favored word use to describe anything or anyone who was a lynch pin. They/it lynched all the other components to work together as designed. The challenge is to articulate and visualize ways you are the lynchpin in whose mis-functioning process?

Since we are discussing ways to use nurturing as a means of dimensionalizing your persona and unique value we must begin to consciously work with our brain and all its multiple tools. A highly respected marketer, Doug Tangwall [dougtangwall@endresultmarketing.com] has begun a fascinating, 10 part series of blog posts with a commentary on this most critical nurturing tool of all, both our brains and grey-matter of others. Here are links to the first five posts. If you want more as I did, just subscribe. It's free.

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Good Nurturing and Happy Saint Patrick's Day.

Jim