

Topic 1: PR Engineered Deceit Thought Experiment

- I will give you a real-life example situation in which you might have a use for a PR firm. You will be the one, in this hypothetical, to decide if you want to use a PR firm or not, and I'll run through each scenario.
- This will put you in the driver's seat. You will see who influence techniques work when you are the one using them on someone else. You've thus far only had experience from the other person's shoes.
- Purpose is for you to understand how these influence operations work. I call them engineered deceptions, and they are deceitful in their nature. When one of these works as intended on you, however, you have *not* been deceived. You have been *influenced*.

The deceitful part is in how they do not tell you about:

- their motives,
- their extraordinary planning and preparation,
- the range of disciplines that are involved,
- the likely use of illegal surveillance, and
- how every word that comes out of their mouth/email/text/phone call must be analyzed individually and, in the aggregate, and then be unpacked, if you are to know what the hell they are up to.