

# The Dynamics of Rapport: Using Neurolinguistics to Improve Communication



Presented by Author,  
James Eicher



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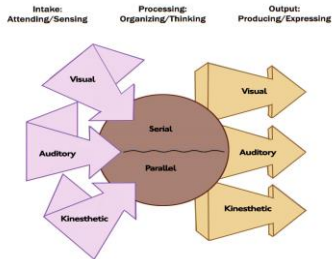
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## Setting the Stage



Have you used or are you familiar with the  
*Neurolinguistic Communication Profile (NCP)*?



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## Setting the Stage



Are you familiar with the  
concept of *rapport*?



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## First Contact



All first impressions operate on:

- Imperfect information
- Potential long term relationships
- Short term tension



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4

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## First Contact Debrief



Use your Intuition

- What are some of the *similarities* between columns A and B?
- What are some *differences* between columns A and B?
- Do you agree with the groupings?
- So what?



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5

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## How We'll Proceed



- First Contact
- Webinar Outcomes
- Establishing Rapport
- Rapport and Relationships
- The Rapport Cycle
- Pacing and Leading
- Practical Applications
- Game Planning



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## Webinar Outcomes



- Identify the communication and thinking preferences of others
- Develop increased personal and professional flexibility in order to reach mutually beneficial outcomes
- Interact with others so that you truly understand who they are and what they want, sometimes better than they do

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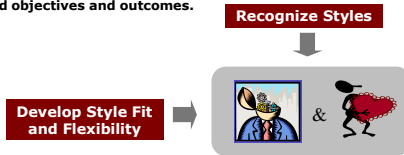
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## Establishing Rapport



### So what is Rapport?

**Rapport** is the state shared by two or more individuals whose behavior, thinking and values come into alignment regardless of the "content" of their desired objectives and outcomes.



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## Rapport and Relationships



### So how can you apply improving rapport to your:

- Work life?
- Management and leadership?
- Customer and stakeholder relations?
- Personal life?



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9

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**Establishing Rapport: The Process**

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**Rapport: How do I know?**

- Habits of **ATTENTION**
- Habits of **ORGANISATION**
- **LANGUAGE** and **METAPHOR**
- **EYE MOVEMENTS**

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**Rapport: Habits of Attention**

**What are you LOOKING AT?**

**What are you LISTENING TO?**

**How are you MOVING ABOUT and FEELING?**

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## Report: Habits of Organization



### The Serial Thinker/Doer



- Sequence
- One-at-a-time task
- Step-by-step
- Task focus
- Logic/analysis
- Detail
- Chronological order
- Tasks completed before moving on

### The Parallel Thinker/Doer



- Multiple levels of ordering
- Multi-task
- "Leaps and bounds"
- Intuition/insight
- Theme
- Multiple time intervals and order
- Relationship
- Work on many projects beyond deadlines

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13

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## Report: Language and Metaphor



### Sensory-Based Words and Phrases

Visual	Auditory	Kinesthetic
See	Sound	Feel
Bright	Hear	Touch
Flash	Roar	Pressure
View	Listen	Push
Envision	Say	Handle
Look	Speak	Grip
Color	Tell	Shove
Dazzle	Explain	Grasp
Blinding ideas	Ring a bell	Get a grip
Colorful thoughts	Tune in	Grasp the facts
Draw me a picture	Give me a call	Pull some strings

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14

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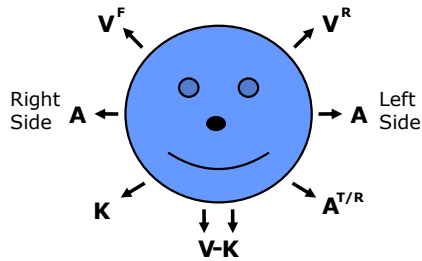
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## Report: Eye Movements



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## Rapport: Connecting and Observing



Think for a moment how you would solve the following problem:

You have just been put in charge of managing a large project for your organization—  
what is the *first* thing you do?

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16

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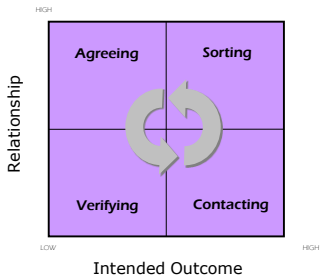
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## The Rapport Cycle



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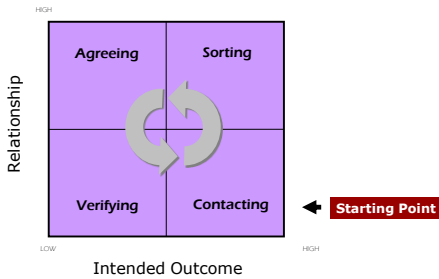
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## The Rapport Cycle



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**Pacing and Leading: What do I do?**



- **Mirroring**
- **Formatting and “chunking”**
- **Creating value**



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19

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**Pacing and Leading: Mirroring**



- **Facial expression**
- **Hand/arm gestures**
- **Eye movements**
- **Head movements**
- **Spatial proximity**
- **Leg crossing/shifting**
- **Breathing rate and depth**
- **Voice tone**

- **Voice tempo**
- **Inflection**
- **Accent**
- **Volume**
- **Hesitations/pauses**
- **Verbal (sensory) imagery**
- **Metaphors**
- **Paraphrase**



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20

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**Pacing and Leading: Formatting**



**Formatting -**  
translating your information into a *format* –  
visual, auditory or kinesthetic—that best fits others styles

 **Visual -**  
charts, photos, memos, email, anything graphic

 **Auditory -**  
stories, testimonials, music, discussions, phone, anything verbal

 **Kinesthetic -**  
gesturing, models, demonstrations, anything they can touch

**Key question: Is there a way you can make it something seen, something heard or something felt?**

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21

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## Pacing and Leading: "Chunking"



### Chunking -

scaling the level of detail in the information you provide to a *chunk* - either serial or parallel - or size that best fits others



**Serial** - making a list, going step by step, one by one, diagramming each phase



**Parallel** - giving the big picture, the bottom line, getting to the main point or summary

**Key question: Is there a way you can make it something big or something small?**

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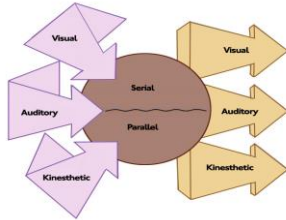
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## Review



### Neurolinguistic Communication Model

Intake: Attending/Sensing      Processing: Organizing/Thinking      Output: Producing/Expressing



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23

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## Rapport: So What? - Applications



**Team work**



**Conflict**



**On the phone**



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24

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## Rapport: Teamwork



**Self focus -**  
 What type of information do I prefer to receive?  
 How do I organize my thinking?  
 How do I prefer to express myself?

**Self value -**  
 What do I value?  
 How do I like that communicated to me?

**Teammate focus -**  
 What type of information do my teammates prefer to receive?  
 How do they organize their thinking?  
 How do they prefer to express themselves?

**Teammate value -**  
 What do they value?

**Discovery:**  
 Think of you and your teammates -  
 What are the similarities and differences?  
 How could you better establish and maintain rapport?

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## Rapport: Conflict & It's Resolution

**Anchors** are behaviors which are associated with how an individual responds, learns, and processes information.



**Some Examples:**

- a word or phrase
- an image or color
- a song
- a document or business form
- a type of technology
- a handshake
- a type of facial expression
- a tone of voice
- flowers or cologne
- a style of clothing or furniture
- a coffee mug
- a company logo
- the size of room
- the way a chair hits your back
- how someone presents information
- a slap on the shoulder
- a pinch on the cheek

**Anchors can be both positive and negative.**

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## Rapport: Conflict & It's Resolution

**What are some of your positive anchors?**



**What are some of your negative anchors?**



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**Rapport: On the Phone**

Talking about how things *look*

Talking about how things *sound*

Talking about how things *feel*

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**Rapport: Participating and Valuing**

Diagnose Style

Develop Style Fit

Identify Desired Needs and Outcomes

Develop Flexible Responses

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**Summary: Key Learning Points**

**Rapport over time = trust.**

The tools of rapport provide the following benefits:

- Understand what co-workers, clients, and all stakeholders want, sometimes better than they do
- Practice "conscious competence" so you know what went wrong and what went right, and proactively do something about it
- Create an ease and flexibility about your communication that telegraphs a positive, practical approach to solving problems

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**Game Planning**



	Actions Next 30 Days	Expected Outcomes	Keeping Score
<b>Start</b>			
<b>Stop</b>			
<b>Continue</b>			

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**Questions?**



**Please submit your questions now.**



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