

THE  
**POWER**”  
— OF —  
**COMMUNICATION**

**PART THREE!**

**INSTANTLY  CONNECT  
WITH ANYONE**

**PART THREE!**



# Rapport

**Rapport is power**

# Rapport

Good rapport can mean the difference between a successful, productive communication and an unsuccessful, nonproductive one

**Creates a sense of likeness**

**People LIKE people who are like them**

**People TRUST people who they like**

**People take ADVICE off people they trust**

**People BUY off people they like & trust**







**Tonality**

**38%**

Voice  
Tone (*pitch*)  
Tempo (*speed*)  
Timbre (*quality*)  
Volume (*loudness*)



**Physiology**

**55%**

Posture  
Gestures  
Facial expression  
Blinking  
Breathing



**Words**

**7%**

Key words  
Common experience  
Content chunks

*'be more like the other person by matching and mirroring'*

# Rapport - Exercise 1

Have a general conversation about anything e.g. the lunch today

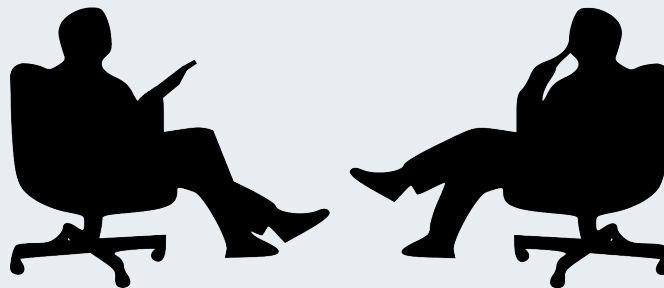
## Switch

A

- start the conversation

B

- match/mirror physiology, be subtle - stay in rapport





# Rapport - Exercise 2

## Switch

A

- start the conversation

B

- mismatch – break rapport



# Rapport - Exercise 3

Have a conversation about something you disagree on.

## Switch

A

- start the conversation

B

- match/mirror physiology, be subtle - stay in rapport



# Topics to discuss / disagree with

- Brexit is good for the country
- Social media should require a form of ID to create a profile (could add to stop under 18's having a profile) OR could change to social media has a negative affect on teenagers
- Using animals for medical research helps people
- The death penalty is acceptable for serious crime
- Footballers are grossly overpaid
- Military service should be obligatory
- Single-sex schools are detrimental to a child's mental growth
- Video games contribute to youth violence
- The drinking age should be lowered to 16
- Advertising should be banned during children's programs
- Is technology detrimental to our children
- Fast food should be banned in schools
- The voting age should be lowered to 16
- The British Monarchy should be abolished
- Animals have the same rights as humans
- Electric cars are impractical
- Is tourism beneficial to the environment
- The sale of fur should be banned
- Zoos should be banned
- Does social media add or impede communication
- Reality TV is harming society.