



# Building Rapport

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RAPPORT

FIRST IMPRESSIONS

MIRROR AND  
MATCHING

MIRROR NEURONS




# Rapport

- Rapport is the feeling of warmth we have when we like someone.
- It is an extremely important part of trust, and it becomes much more easy to influence and communicate with someone when we have rapport.
- “The Principle of Liking”
- Just remember that people like people like them.
- One final thing is that people prefer to say yes to people they like.
- The more ways we can find of being like someone else, the more easily we will find it to build rapport.



# FIRST IMPRESSIONS COUNT

- So imagine this you've met someone for the first time.
- How would you feel if they:
  - looked at their phone every time you spoke,
  - Interrupted you constantly
  - disagreed with everything you said
  - always talked about how great they were
  - and compared themselves to you to make themselves sound better than you?


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- You'd probably want to get away from them.
  - You probably wouldn't want to spend more time getting to know them, and this feeling would be the exact opposite of rapport.



## But how about if instead?

- they smiled at you
- made eye contact
- They listened to you
- asked the questions
- They patiently waited for you to finish before they spoke
- and they agreed with you.



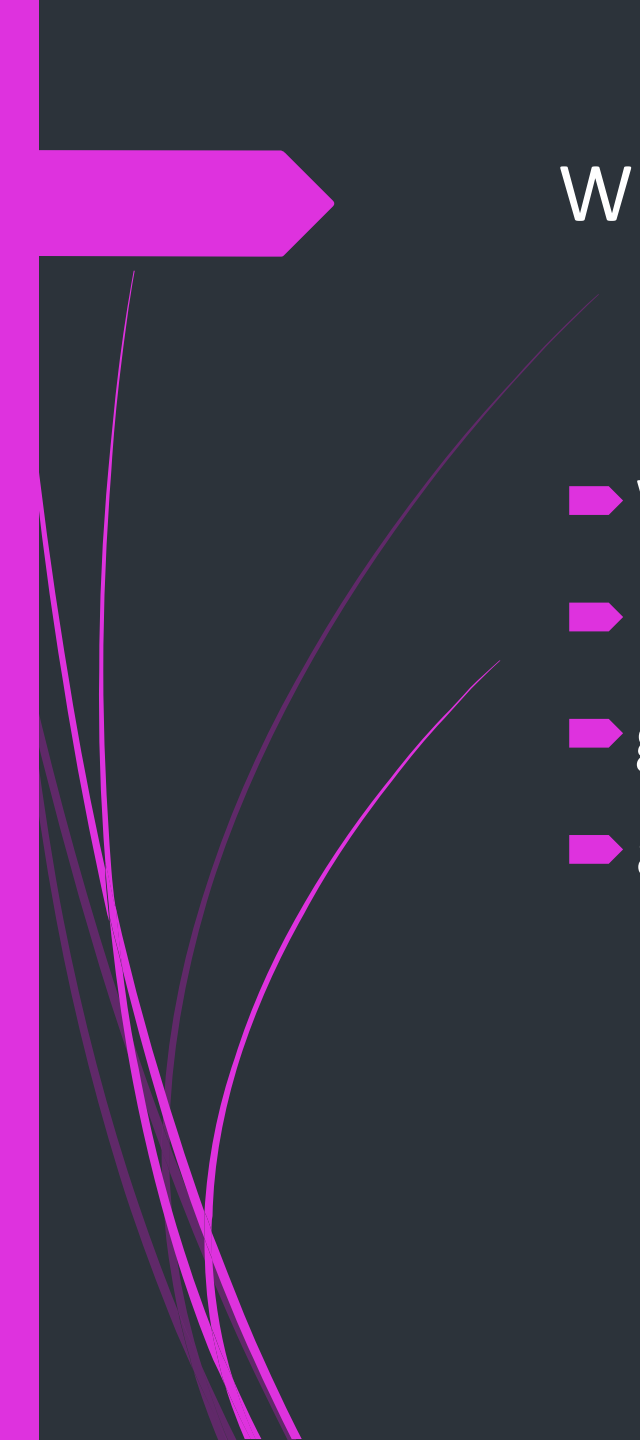
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- You'd probably enjoy talking with them and you probably feel like you could continue talking with them for hours and hours.
  - This is what rapport feels like.



# HOW DO WE BUILT RAPPORT

- ▶ one thing we want to do is we want to make a positive impression.
- ▶ we want to do is we want to be interested and not interesting
- ▶ third thing we want to do is mirror and match





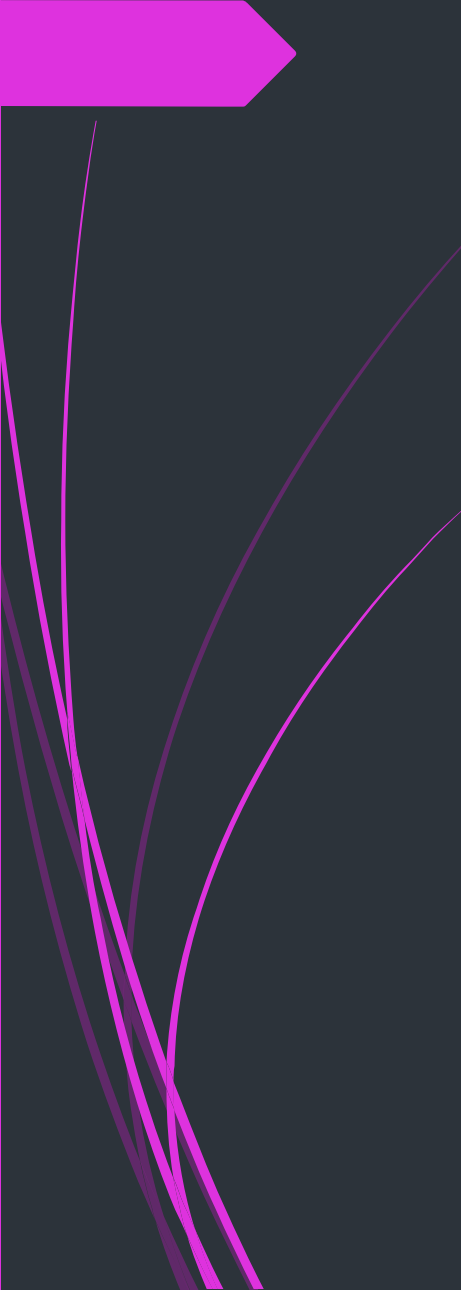
When it comes to making a positive first impression,  
there are some simple things we can do.

- We can smile
- make eye contact
- greet them and introduce ourselves
- and just generally show an interest.




## The second principle be interest did not interesting

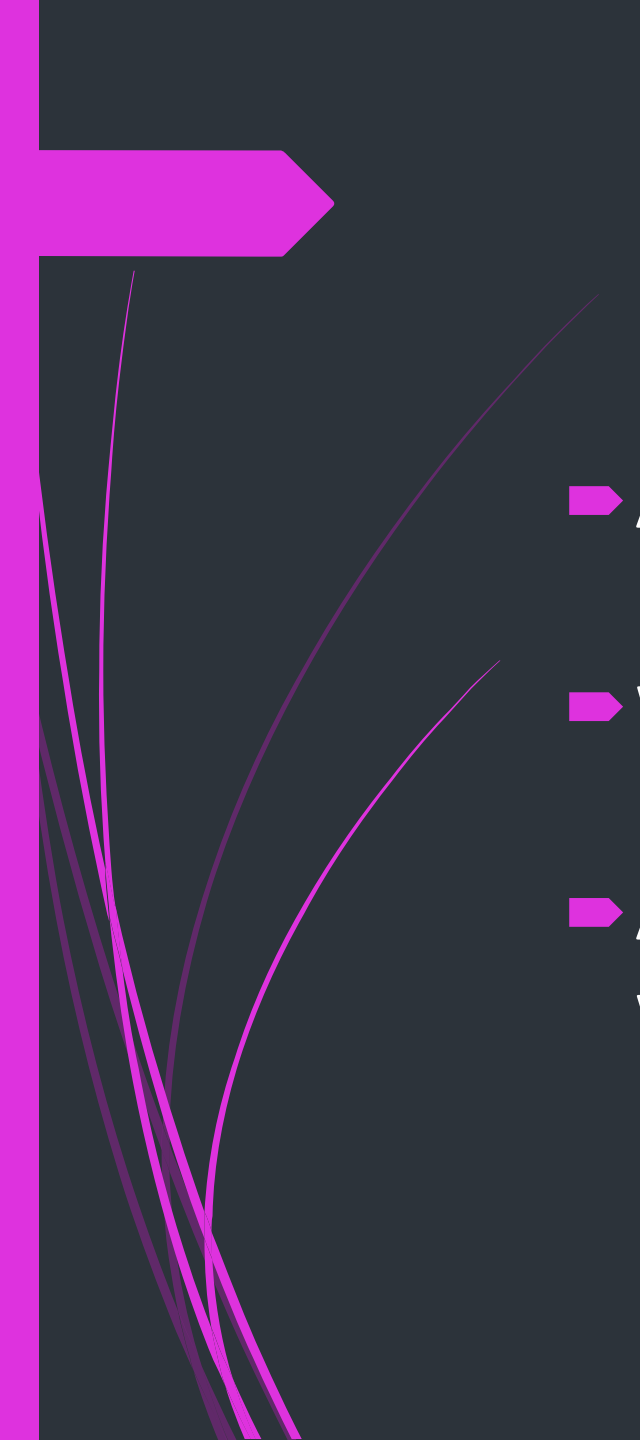
- Most people enjoy speaking, and that's fine.
- But this principle in particular is really useful for introverts if you don't like speaking, because if you show an interest in the other person and you ask lots of questions and want to learn more about them, they will be more than happy to speak.
- And the more you let them speak, the happier they will feel.
- And then they will like you more.

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- So listen more than talking.
  - You will find this works for pretty much everyone you speak to.
  - Ask lots of questions to learn more about their perspective as well.
  - And this will help you show more interest, as opposed to trying to be really interesting and say lots of things about yourself.
  - And the more interest you show in other people, the more they will appreciate that and the easier you will find it to build rapport with them.
  - Just generally show an interest in what they say and you will find they have a lot of things to talk



MIRROR  
AND  
MATCH

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- if you look closely in particular at their body language, you will notice their body language looks very similar
  - Barack Obama and David Cameron both have their hands on their chins and they both look exactly the same. They're both leaning forward. They're both looking at the same place. Both smiling. They both have exactly the same posture.
  - William and Kate both have the same posture. They're both looking in the same place and they're both waving in exactly the same way. Their body language is in sync. Their body language is mirroring each other.
  - And this is what rapport looks like. It's the result of having rapport.

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- And this is what rapport looks like. It's the result of having rapport.
  - When we have rapport with someone else, we start to behave like someone else.
  - And so when we look like someone else, that's a sign that we actually like each other.

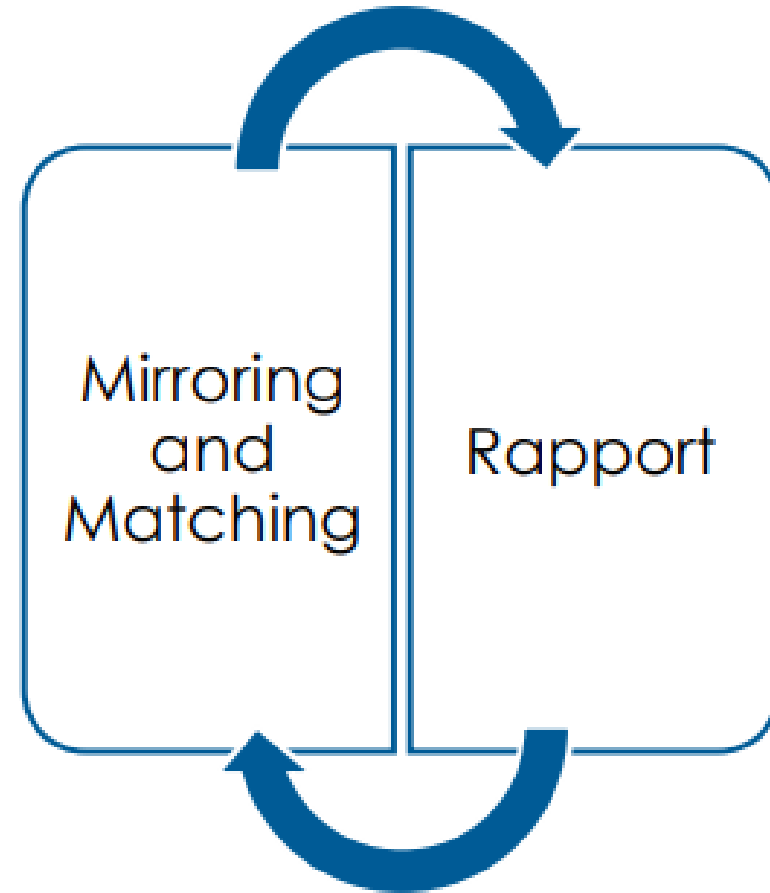


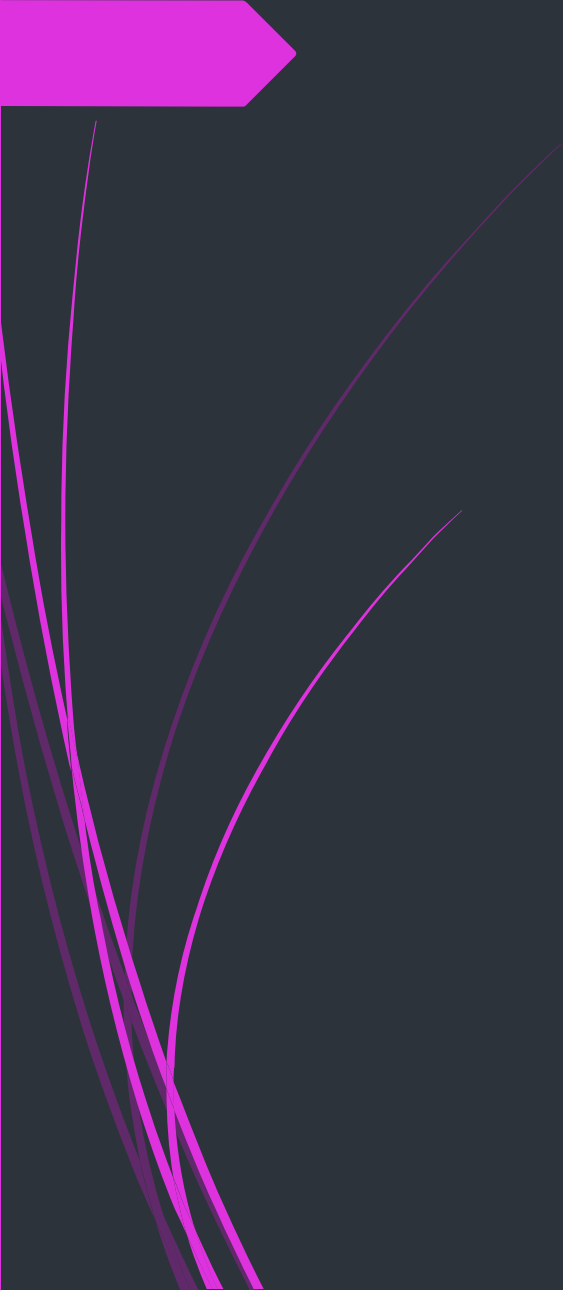
# The Brain Science – Mirror Neurons

- ▶ There are neurons in our brain called mirror neurons.
- ▶ And mirror neurons fire when we see other people doing things, they make us imagine doing that ourselves.
- ▶ And this creates a feeling of empathy, which is why some people cry when they're watching characters in movies because they're imagining being that character themselves.
- ▶ But mirror neurons also lead to people behaving in sync.
- ▶ And it's a key sign that we have built rapport with someone.



Mirroring and Matching is the result of having rapport. But the process can also be reversed:



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- If we have a rapport, if we have that feeling of warmth, if we like each other, we will start to mirror each other. We start to behave like each other.
  - But actually, the process can also be reversed.
  - We can intentionally mirror a match of a people in order to build rapport.
  - Now, this takes some skill and a word of warning here. We don't want to mirror people exactly. We don't want to mirror their exact body language and their exact tone of voice.
  - And for example, if you're British and speaking to our American, you don't want to suddenly start speaking in an American accent.
  - Sometimes we can take this to an extreme, and when we take it to an extreme, people can kind of see what we're doing.
  - And that breaks rapport.
  - So it takes some skill to do this effectively.