Rapid Rapport:

CREATE INFLUENCE ON DEMAND

What you get:

INCREASE COMMUNICATION EFFECTIVENESS UP TO 5X
WOULD IT BE OK TO SEE A DEMO?

http://www.youtube.com/watch?v=YcTgjR5iV1Y
I’VE GOT GOOD NEWS & BAD NEWS
Outcome: Recognize and Practice Verbal Technology to Create Influence On Demand

- Why: Significance and Basis
- How: Applications in Technology Teams
- What’s Behind This: Get the Abstraction
- Summary & Resources

OUTLINE
WHY = FIRST IMPRESSIONS MATTER
Before Confirmation Bias

Does the 1st 60 seconds really matter?

@berniemaloney
Ever had a telemarketer call?

& you asked to hear more?
Even socially

Confirmation Bias
HOW: APPLICATIONS IN TECHNOLOGY TEAMS

Communication Goes (way, way, way) Beyond Words
e.g. Ray Birdwhistle, University of Pennsylvania

Verbal vectors: Tone, Pitch
Tempo: Speed & Cadence
Timbre
Volume

@berniemaloney

15

@berniemaloney

16
Translating into (Agile) Practice
35+%  

@berniemaloney

55%  

@berniemaloney
What if teams increase communication effectiveness by even half this?

**5X?**

**OR 10X?**
THE TIP? LOWER UNCONSCIOUS BARRIERS

The Principle

@berniemaloney
Build Rapport: Offer similar patterns

- **Tonality (35%)**: keys to how people represent information – another talk
- **Words (7%)**: keys to how people represent information – another talk
- **Physiological (55%)**

Pair off: Verbal Mirroring & Matching

- Keep statements short (get multiple practice exchanges)
- **Person A**: Start with a Question
- **Person B**: Short response, using similar verbal behaviors > Question
- Switch roles at signal

- **Tone, Pitch**
- **Tempo**: Speed & Cadence
- **Timbre**
- **Volume**
Insights: VerbalMirroring & Matching

Get the Abstraction

WHAT’S BEHIND THIS?
It began in the Santa Cruz Mountains...

Virginia Satir's Change Model
Principle: Success Leaves Footprints

NLP MODEL OF COMMUNICATION
NLP MODEL OF COMMUNICATION

2B bps info

2MB (~16 Mb)
(HD 1920x1080)
NLP MODEL OF COMMUNICATION

Conscious Mind processes
~134 bps
in groups of
7 +/- 2 “chunks”

NLP MODEL OF COMMUNICATION
132 b

(12 px by 11 px)

Conscious Mind processes
~134 bps
in groups of
7 +/- 2 “chunks”

Delete
Distort
Generalize

NLP MODEL OF COMMUNICATION
Unconscious Programming = Barrier: Friend or Foe? Fight or Flight?

**NLP MODEL OF COMMUNICATION**

Conscious Mind processes
~134 bps
in groups of
7 +/- 2 "chunks"

Delete
Distort
Generalize

2B bps info

Pair off: Layer in Physical Mirroring & Matching

Keep statements short (get multiple practice exchanges)
Question || Short Response || Question back
Keep movements gentle, and when noticed, offer similar behavior

Tone, Pitch
Tempo: Speed & Cadence
Timbre
Volume
Insights: Physical Mirroring & Matching
Pair off: Pacing & Leading

Keep statements short (get multiple practice exchanges)
Question || Short Response || Question back
Keep movements gentle,
   once physical rapport noticed, shift a little & observe

Insights: Pacing & Leading
BONUS (time permitting): Mis-Matching

Keep statements short
Person A: State an insight from this or another source today
Person B: Respond using VERY DIFFERENT verbal behaviors
Switch roles at signal

@berniemaloney

Insights: Verbal Mis-Matching
SUMMARY

TWO TYPES OF STUDENTS
DECIDE: WHICH TYPE ARE YOU?

Communication Goes (way, way, way) Beyond Words

Tonality (35+%)!
Words (7%): keys to how people represent information
Physiological (55%)!
Building Rapport Lowers Unconscious Barriers

35+: Observe & Signal Rapport by Verbal Matching
Tone, Pitch
Tempo: Speed & Cadence
Timbre
Volume
Seminal Work:
Richard Bandler & John Grinder,
Frogs into Princes

For a far easier Introduction:
Michael Brooks,
Instant Rapport
(available in libraries)

RESOURCES

A practical application to inspire action:
Simon Sinek
Start With Why

A guide leveraging Agile to transform organizations:
Stephen Denning
The Leader’s Guide to Radical Management

APPLIED RESOURCES
FOR THOSE WHO LEAD
START RIGHT NOW

Bernie Maloney, CSP
PE, CSM, CSPO
Agile Coach
Accelerating Genius

Turning Strategies into Results
From Startup to Beyond $100M

bit.ly/speedmygenius
linkedin.com/in/berniemaloney
Ut Prosim. Namaste.

FIN
IMAGES

- Carrot
  http://www.channelweb.co.uk/IMG/857/190857/carrot-on-stick.jpg

- Great Dane / Terrier

- Soccer Practice
  http://www.articulosweb.net/blog/wp-content/uploads/2012/03/el-entrenamiento-de-futbol-15.jpg

- Meetings

- Bobblehead Telemarketer
  http://wanderingjew.typepad.com/photos/uncategorized/telmarketer.jpg

- Annoyed on Phone

- Pleased on Phone
  http://cf.ltkcdn.net/baby/images/std/4090-284x425-Online_showers.jpg

- Speed Dating
  http://web.boardroominsiders.com/Portals/273391/images/speed_dating.jpg

- Math Clock
  http://media-cache-ec0.pinimg.com/736x/72/e4/72/72e4722fbf5f6c2ad1bf80544416518.jpg

- Email Line

- Smiling on Phone
  http://hrbrmagora.me/slika/hord_kontakt.jpg

- Team Meeting

- Closed Gate
  https://www.flickr.com/photos/zenmama/1435969720/in/dateposted/

- Office Bobblehead

- Tennis
  http://www.nydailynews.com/sports/more-sports/venus-serena-williams-wimbledon-doubles-crown-article-1.349563

- Singing
  https://sites.google.com/site/israel60programs/kolotpic1.JPG

- Spyglass

- Santa Cruz Mountains
  https://s-media-cache-ak0.pinimg.com/236x/8c/71/24/8c71240963d7bdefaafb351870b3.jpg

- Satir Curve
  http://www.stevenmsmith.com/images/satir_graph.png

- Footprints
  http://imagercache6.alphosters.com/1RG/27/2723/8HIND00Z.jpg

- Tree in Field
  http://p1.pichost.me/i/32/1548738.jpg

- 5 Senses Composite

- Lounging on Deck
  http://4.bp.blogspot.com/-K0Yb_NM2wXxzGECXEUXXXXXXXXABQy666AS5G8Xs32OnmrcrLig.jpg

- Connected Head Threads
  http://owni.fr/files/2010/10/conversations.jpg

@berniemaloney