



Rapid Rapport:

CREATE INFLUENCE ON DEMAND

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What you get:

INCREASE COMMUNICATION EFFECTIVENESS UP TO 5X

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<http://www.youtube.com/watch?v=YcTgjR5iV1Y>

WOULD IT BE OK TO SEE A DEMO?

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PE, CSM, CSPO

Agile Coach

Accelerating Genius

Turning **Strategies** into **Results**
From **Startup** to **Beyond \$100M**

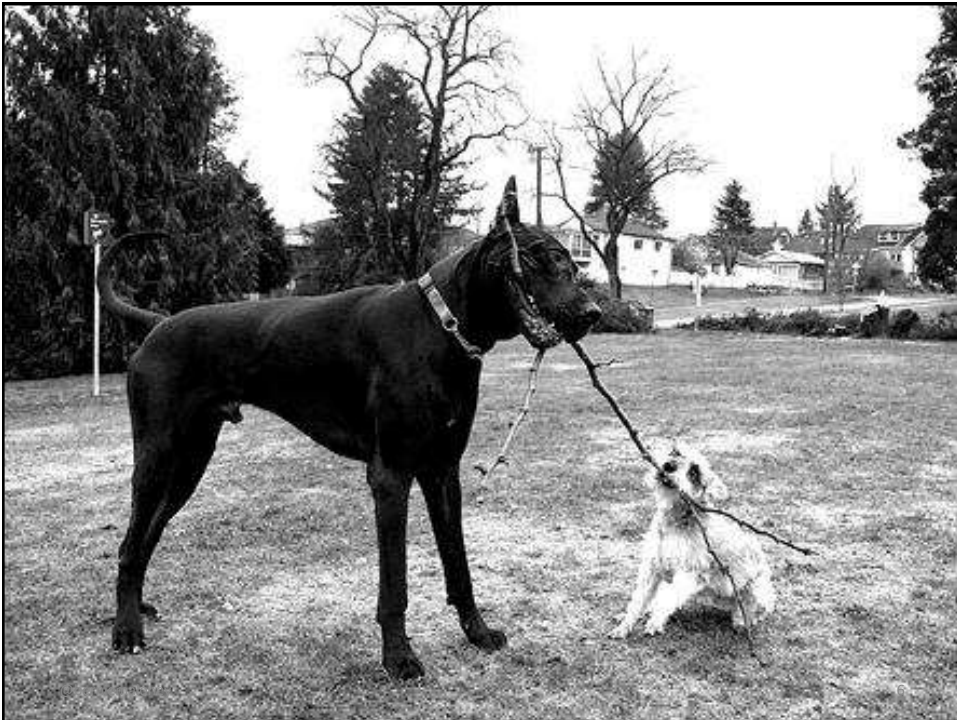
Master Practitioner
Neuro Linguistic Programming



I'VE GOT GOOD NEWS & BAD NEWS

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Outcome: Recognize and Practice
Verbal Technology to Create Influence

- 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

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Does the 1st 60 seconds really matter?

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Ever had a telemarketer call?

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& you asked to hear more?



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Even socially

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Confirmation Bias

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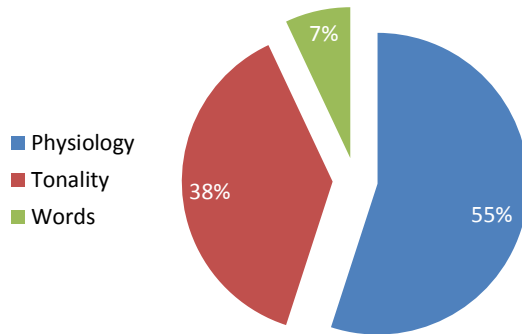
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HOW: APPLICATIONS IN TECHNOLOGY TEAMS

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Communication Goes (way, way, way) Beyond Words

e.g. Ray Birdwhistle, University of Pennsylvania

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

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Translating into (Agile) Practice

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7%

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35+%

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55%

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What if teams increase communication effectiveness by even half this?

5X?

OR 10X?

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THE TIP? LOWER UNCONSCIOUS BARRIERS

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The Principle

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Build Rapport: Offer similar patterns

Tonality (35+%!)

Words (7%): keys to how people represent information – another talk

Physiological (55%!)

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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

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Insights: Verbal Mirroring & Matching

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Get the Abstraction

WHAT'S BEHIND THIS?

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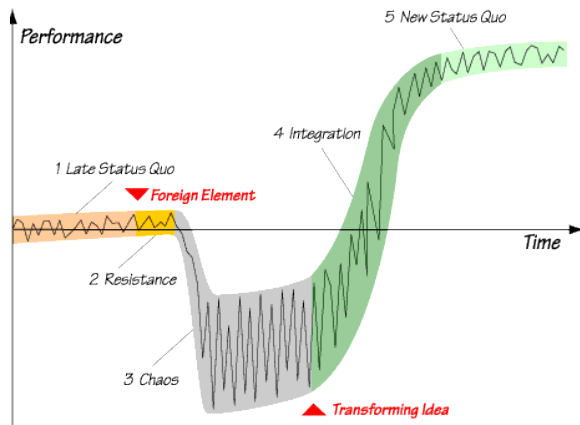
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It began in the Santa Cruz Mountains...

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Virginia Satir's Change Model

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Principle: Success Leaves Footprints

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NLP MODEL OF COMMUNICATION

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2B bps info →



NLP MODEL OF COMMUNICATION

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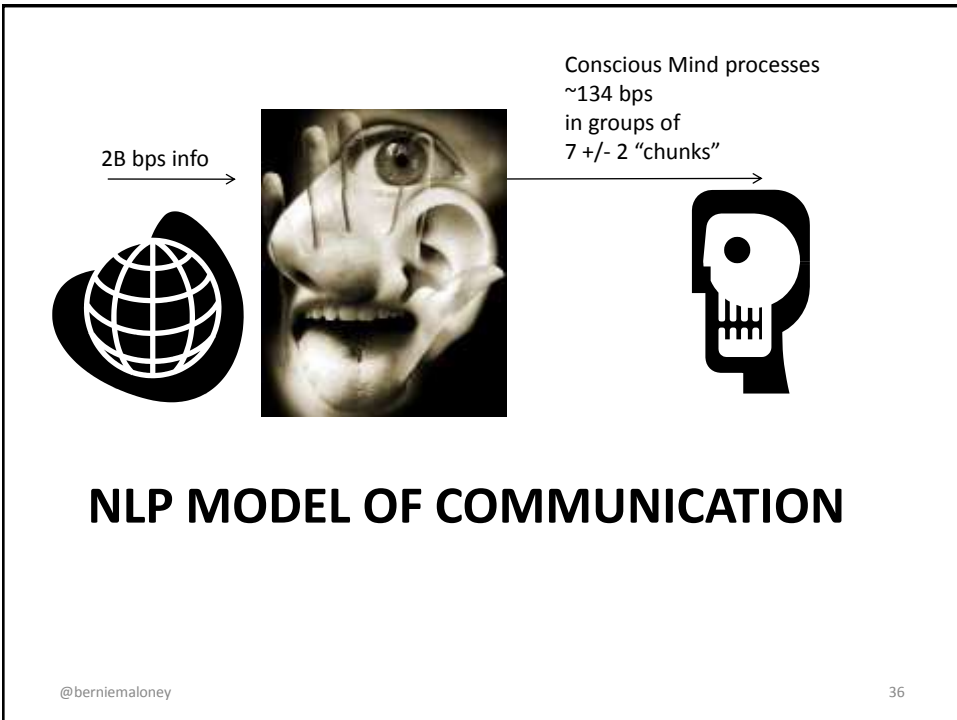
2MB (~16 Mb)

(HD 1920x1080)

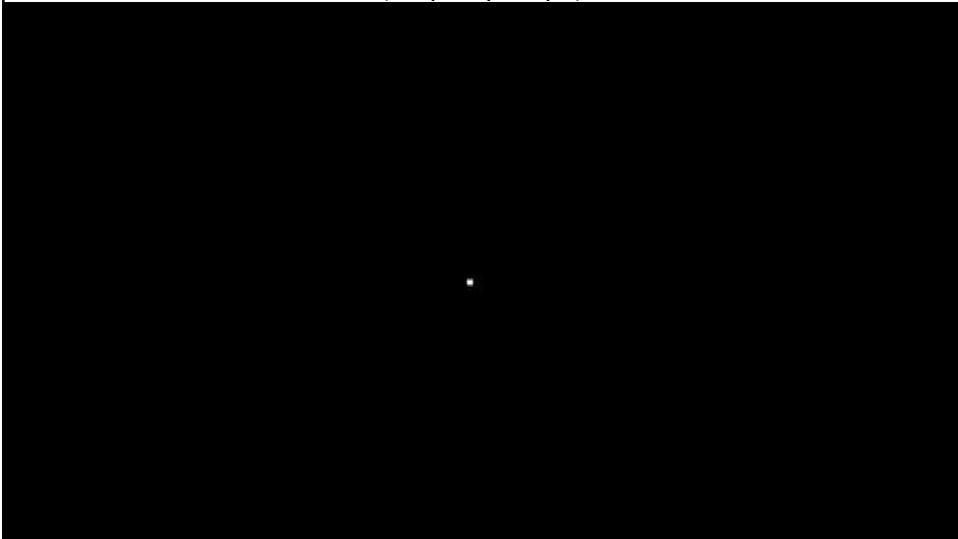


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132 b
(12 px by 11 px)




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2B bps info →




→



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

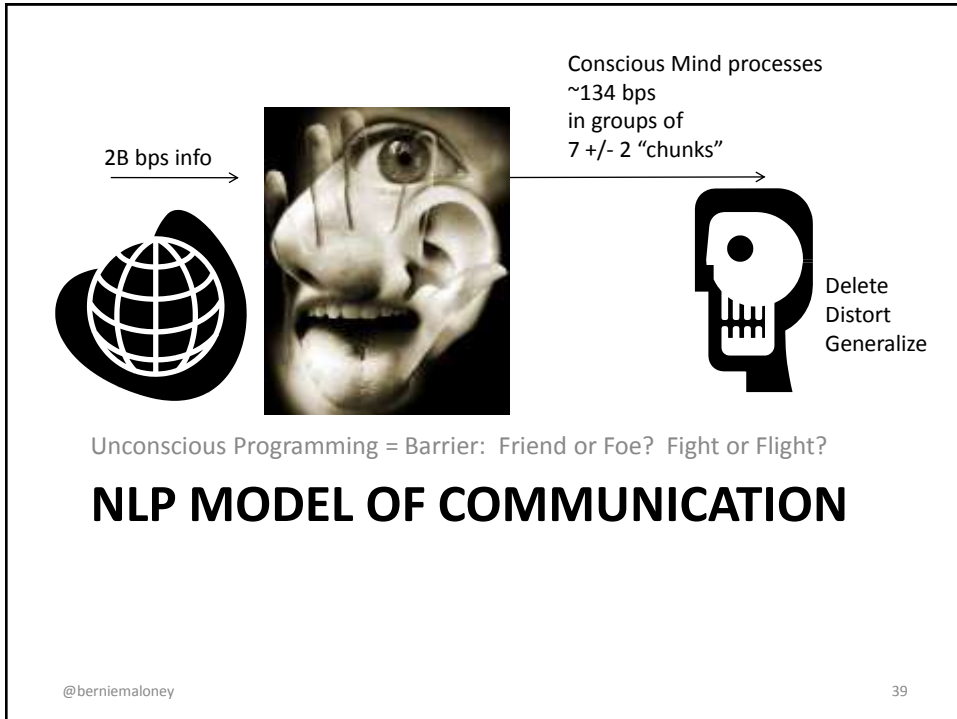
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Delete
Distort
Generalize

NLP MODEL OF COMMUNICATION

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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

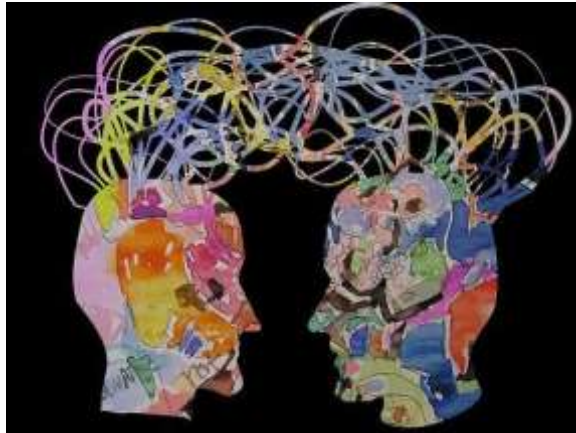
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Insights: Physical Mirroring & Matching

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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

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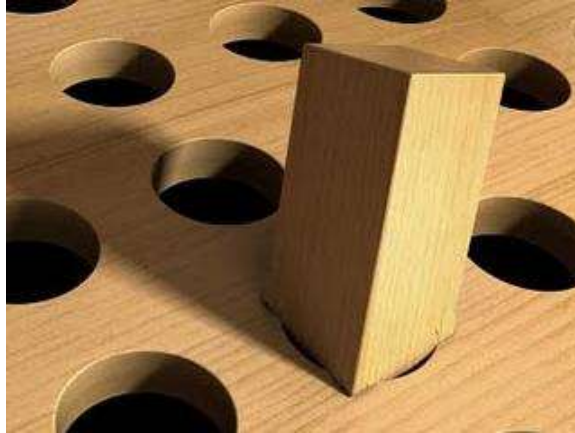
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Insights: Pacing & Leading

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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

Tone, Pitch

Tempo: Speed & Cadence

Timbre

Volume

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Insights: Verbal Mis-Matching

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SUMMARY

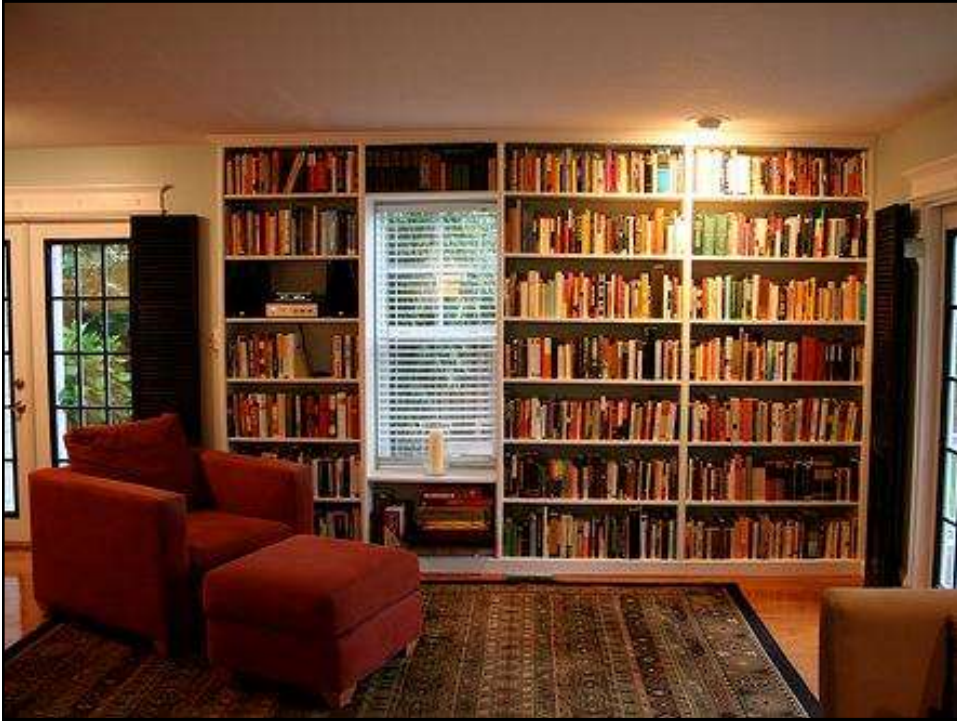
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TWO TYPES OF STUDENTS

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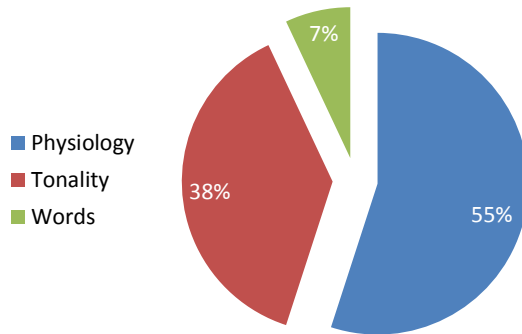
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DECIDE: WHICH TYPE ARE YOU?

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Communication Goes (way, way, way) Beyond Words

Tonicity (35+%)
Words (7%): keys to how people represent information
Physiological (55%)

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Building Rapport Lowers Unconscious Barriers

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35+%: Observe & Signal Rapport by Verbal Matching

- Tone, Pitch
- Tempo: Speed & Cadence
- Timbre
- Volume

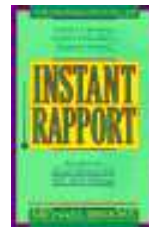
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Seminal Work:
Richard Bandler & John Grinder,
Frogs into Princes



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

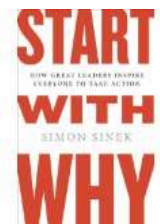


RESOURCES

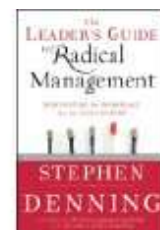
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A practical application to inspire action:
Simon Sinek
Start With Why



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



APPLIED RESOURCES FOR THOSE WHO LEAD

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Bernie Maloney, CSP

PE, CSM, CSPO

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From **Startup** to **Beyond \$100M**



bit.ly/speedmygenius
[linkedin.com/in/berniemaloney](https://www.linkedin.com/in/berniemaloney)



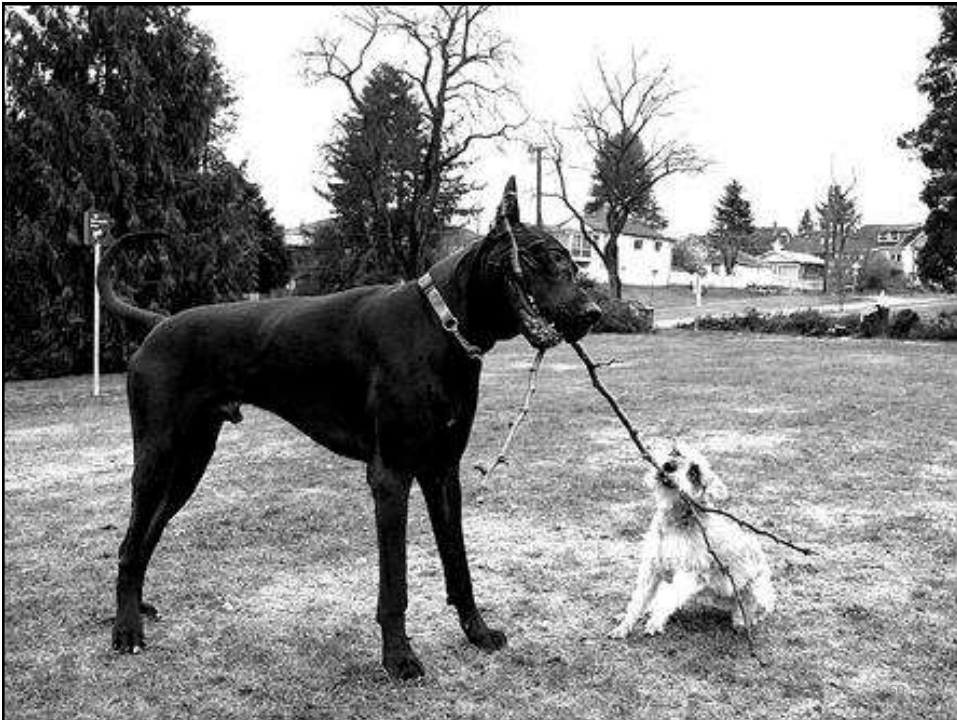
Ut Prosim. Namaste.

FIN

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IMAGES

- Carrot
<http://www.channelweb.co.uk/IMG/857/190857/carrot-on-stick.jpg>
- Great Dane / Terrier
http://www.dogguide.net/blog/wp-content/uploads/2009/03/2082382924_fc9bcd8ece1.jpg
- Soccer Practice
<http://www.articulosweb.net/blog/wp-content/uploads/2012/03/el-entrenamiento-de-futbol-15.jpg>
- Meetings
http://www.jobsooq.com/uploads/career_advice_img/1397207185_CA-4.png
- Bobblehead Telemarketer
<http://wanderingiew.typepad.com/photos/uncategorized/telemarketer.jpg>
- Annoyed on Phone
<http://claudiabroome.com/blog/wp-content/uploads/2013/09/angry-woman.jpg>
- Pleased on Phone
http://cf.itkcdn.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/e4/72e4722fb5f68c2ad1fb8054641a1d1b.jpg>
- Email Line
<http://www.alborsanews.com/beta/wp-content/uploads/2014/12/810.jpg>
- Smiling on Phone
http://fordcnagora.me/glavna_slika/ford_kontakt.jpg
- Team Meeting
<http://www.doseofme.com/wp-content/uploads/2014/08/Development-Meeting-600x450.jpg>
- Closed Gate
<https://www.flickr.com/photos/zenmama/1435969720/in/dateposted/>
- Office Bobblehead
<http://s3.amazonaws.com/s3.timetoast.com/public/uploads/photos/4620296/Dwight.jpg>
- Tennis
<http://www.nydailynews.com/sports/more-sports/venus-serena-williams-win-wimbledon-doubles-crown-article-1.349563>
- Singing
<https://sites.google.com/site/israel60programs/kolotp1.JPG>

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IMAGES

- Spyglass
<http://www.garabatosybibujos.com/wp-content/uploads/2015/01/conocer.jpg>
- Santa Cruz Mountains
<https://s-media-cache-ak0.pinimg.com/236x/8c/71/24/8c71240963d7bfbef8afb8bd351870b3.jpg>
- Satir Curve
http://www.stevenmsmith.com/images/satir_graph.png
- Footprints
<http://imagecache6.allposters.com/LRG/27/2723/8HIND00Z.jpg>
- Tree in Field
<http://p1.pichost.me/i/32/1548738.jpg>
- 5 Senses Composite
http://www.thedailystar.net/sites/default/files/styles/big_5/public/feature/images/senses-new.jpg
- Lounging on Deck
<http://4.bp.blogspot.com/-KO-7BcyOdcM/TWazHZCTXEI/AAAAAAAAABQ/yk6t6ASGitQ/s320/mirror1bg.jpg>
- Connected Head Threads
<http://owni.fr/files/2010/10/conversations.jpg>
- Cyclists
http://cdn.media.cyclingnews.com/2009/11/18/1/ben_bostron_and_manny_prado_pacing_600.jpg
- Square Peg
<http://www.drivingretention.com/wp-content/uploads/2012/01/square-peg-round-hole-300x225.jpg>
- Bookshelf
<http://in1.ccio.co/Z6/49/BE/273241902361347891E4uxcTUC.jpg>
- Open Gate
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- Frogs Into Princes
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- Instant Rapport
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- Start with Why
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- Leader's Guide to Radical Management
<http://smile.amazon.com/Leaders-Guide-Radical-Management-Reinventing/dp/0470548681>

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