

Unit 401: Effective communication in business

Handout 13: Using effective non-verbal communication to build rapport within a business environment

Building **rapport** requires both parties to feel comfortable in the other's presence. NVC can help to achieve this, along with a number of the techniques already discussed (see below).

Active listening	Attending	<ul style="list-style-type: none"> Communicate your attentiveness by making eye contact and nodding your head
	Paraphrasing	<ul style="list-style-type: none"> Follow the communicator's statement and rephrase it in your own words to check for understanding
	Summarising	<ul style="list-style-type: none"> Identify the main points in a conversation and pull them together in one complete statement
	Deferring judgement	<ul style="list-style-type: none"> Allow the speaker to finish each point before asking questions Don't interrupt with counter arguments Don't agree or disagree, but encourage the train of thought
Non-verbal Communication	Eye contact	<ul style="list-style-type: none"> Meet the communicator's eye without aggressively forcing eye contact
	Facial expressions	<ul style="list-style-type: none"> Wear a pleasant expression Keep the brow relaxed Transmit sincerity
	Posture	<ul style="list-style-type: none"> Be natural and comfortable, not overly rigid or slouching Lean slightly towards the communicator Sit in a relaxed but attentive manner Face the communicator Consider appropriate personal space
	Mirroring	<ul style="list-style-type: none"> Mirror the communicator's body posture when appropriate
	Gestures	<ul style="list-style-type: none"> Demonstrate with hands to show e.g. sizes Nod in recognition or agreement (accompanied by a smile, if appropriate) Display engagement and acknowledge the value of what is being communicated
Physical setting	Touching	<ul style="list-style-type: none"> In most cultures, touching someone you have not developed a rapport with is not acceptable However, a greeting handshake is usually acceptable
	Builds rapport	<ul style="list-style-type: none"> Be tidy and organised A warm environment with soft furnishings is welcoming Be casual (if appropriate) and cheerful Meeting spaces should be quiet, well lit and private