

THERE IS NOT A BETTER TERM OR
CONCEPT THAT MORE ACCURATELY DESCRIBES THE
WAY YOU LEAD AS DOES "RAPPORT". LEAVE
IT TO THE FRENCH TO DESCRIBE RELATIONSHIPS
BEST... ALL LEADERSHIP IS RAPPORT MANAGEMENT.
YOU NEED TO DRIVE YOUR PEOPLE TO EXECUTE
YOUR VISION, AND EACH ONE NEEDS TO BE
GUIDED IN THEIR PERSONAL BUY-IN.

CONSIDER RUFFERTO, MY CONSTANT
COMPANION. HE HAS NO VERBAL COMMUNICATION WITH
ME, AND IS LIMITED IN HIS BODY MECHANICS IN HOW
HE CAN COMMUNICATE WITH ME. OBSERVING
HIS LIMITED EXPRESSIONS SERVES NO PURPOSE
OTHER. BUT IF I OBSERVE HIS ACTIONS, I CAN

observe his priorities, his focus. THEN I
CAN UNDERSTAND HIS DECISION MAKING
PROCESS, HIS CONUNDRUMS. TO KEEP MY
FAITHFUL COMPANION, MY GOOD BOY, FAITHFUL,
I NEED TO MAKE SURE HE REGULARLY ACHIEVES, OR
DEMONSTRABLY MAKES PROGRESS TOWARDS, HIS
FOCUS, HIS GOALS.

WHEN HE SEES ME DO THIS, AND
HE DOES NOTICE, BECAUSE NO OTHER HUMAN IS
ATTENTIVE TO HIS DESIRES AS I AM, OUR
BOND GROWS, OUR BOND STRENGTHENS,
OUR TRUST DEEPENS. NOT BECAUSE OF A MASTER
AND SUBSERVIENT DYNAMIC, BUT BECAUSE OF
A MUTUALLY BENEFICIAL RELATIONSHIP, NOT BECAUSE OF

RECIPROcity, BUT OF RESPECT.

HE CAN TRULY PROVIDE NOTHING BEYOND
CONSTANT COMPANIONSHIP. I MUST GIVE HIM THE
RESPECT HE IS DUE, FOR THE SIMPLE FACT
THAT HE CANNOT TAKE IT. IN THIS WAY
BOND GROWS BETWEEN ALL INDIVIDUALS.