Coursera Storytelling

<https://www.coursera.org/learn/communicate-with-impact/home/welcome>

### **Week 3: Connecting with people, developing authenticity and building rapport**

For a speaker to be persuasive he/she should be credible which means:

* Seems to be an expert
* Seems to be trustworthy
* Likeability

If the person who talks is not likeable, there is ZERO chance for persuasion. How to make people like you?

* Be able to inject humor at the right moment: Humor can lighten the atmosphere and put the audience at ease. You will look more confident and competent and you status will get enhanced. But it can be risky. If you are not sure, you best avoid it, but at the minimum do smile.
* Smiling signals friendliness and absence of threat. The more genuinely you smile the more people like you.

**Carl Roger’s six behaviors for effective interpersonal communication:**

**He introduced a therapy method that is based on a person-centered approach. He believed humans have vast majority of change and growth and in his system, therapists are encouraged to create the right conditions to help clients achieve this.**

1. **Self centered**
2. **Suspend all judgments**
3. **Positive unconditional regard**

**Equality, supportiveness, positiveness, openness, honesty, empathy**

Rapport: **An unconscious bond developed between two people and both parties show interest to each other as individuals. There are mutual feel of care and responsiveness.**

4 Strategies to establish rapport:

1. **Attentive behavior: playing close attention to the other person**
2. **Courteous behavior: be polite**
3. **Common grounding behavior: finding common areas of interest**
4. **Imitative behavior: imitating voice pattern**

**When we like someone we unconsciously imitate their behavior. We may:**

* **Pitch our voice to be similar to the other person or**
* **Adopt a similar body posture**

**This is called Synchrony. We begin to adopt our behavior unconsciously to be like the person we like.**

**“If you want the other party to like you, then all you have to do is to subtly imitate them”**

**This is called** MIMICRY!!!!

Albert Mehrabian’s study on building rapport:

Chart, pie chart

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**If you look at the person’s body language and tone of voice, and try to adapt your body language to that, there is a high chance of building rapport in an unconscious level.**

MATCHING: **adapting your communication to the other person’s style. Steps are:**

1. **Give them full attention**
2. **Very slowly and gently match your tone of voice and gesture to the person. But not more than 60%. More than that will have a reverse effect.**
3. **Repeat their words and phrases back to them (very advanced)**

VERY GOOD POINT:

**Repeat the last word of everyone’s phrase!!! (I had fun. Fun? Yes fun)**

**This way people feel heard.**

**Match people’s body language, their vocal tone and repeat their words and phrases back to them. This is so powerful!**

**When talking to people (clients) this is the rule:**

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ASSUME: **You make an ass out of U and ME**

**At the end what everybody will ask is :**

WIIFM: **What’s in it for me?**