The Dynamics of Rapport:  
Using Neurolinguistics to Improve Communication

Presented by Author,  
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Setting the Stage

Have you used or are you familiar with the  
Neurolinguistic Communication Profile (NCP)?

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Are you familiar with the concept of *rapport*?

All first impressions operate on:
- Imperfect information
- Potential long term relationships
- Short term tension
First Contact Debrief

Use your Intuition

- What are some of the similarities between columns A and B?
- What are some differences between columns A and B?
- Do you agree with the groupings?
- So what?

How We’ll Proceed

- First Contact
- Webinar Outcomes
- Establishing Rapport
- Rapport and Relationships
- The Rapport Cycle
- Pacing and Leading
- Practical Applications
- Game Planning
Webinar Outcomes

- Identify the communication and thinking preferences of others
- Develop increased personal and professional flexibility in order to reach mutually beneficial outcomes
- Interact with others so that you truly understand who they are and what they want, sometimes better than they do

So what is Rapport?

Rapport is the state shared by two or more individuals whose behavior, thinking and values come into alignment regardless of the “content” of their desired objectives and outcomes.
Rapport and Relationships

So how can you apply improving rapport to your:
- Work life?
- Management and leadership?
- Customer and stakeholder relations?
- Personal life?

Establishing Rapport: The Process

Visual
Auditory
Kinesthetic

Recognize Styles

Style Fit and Flexibility

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Rapport: How do I know?

- Habits of ATTENTION
- Habits of ORGANISATION
- LANGUAGE and METAPHOR
- EYE MOVEMENTS

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Rapport: Habits of Attention

What are you LOOKING AT?

What are you LISTENING TO?

How are you MOVING ABOUT and FEELING?

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**Rapport: Habits of Organization**

**The Serial Thinker/Doer**
- Sequence
- One-at-a-time task
- Step-by-step
- Task focus
- Logic/analysis
- Detail
- Chronological order
- Tasks completed before moving on

**The Parallel Thinker/Doer**
- Multiple levels of ordering
- Multi-task
- “Leaps and bounds”
- Intuition/insight
- Theme
- Multiple time intervals and order
- Relationship
- Work on many projects beyond deadlines

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**Rapport: Language and Metaphor**

<table>
<thead>
<tr>
<th>Sensory-Based Words and Phrases</th>
<th>Visual</th>
<th>Auditory</th>
<th>Kinesthetic</th>
</tr>
</thead>
<tbody>
<tr>
<td>See</td>
<td>Sound</td>
<td>Feel</td>
<td></td>
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<tr>
<td>Bright</td>
<td>Hear</td>
<td>Touch</td>
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<td>Flash</td>
<td>Roar</td>
<td>Pressure</td>
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<td>View</td>
<td>Listen</td>
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<td>Envision</td>
<td>Say</td>
<td>Handle</td>
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<td>Look</td>
<td>Speak</td>
<td>Grip</td>
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<tr>
<td>Color</td>
<td>Tell</td>
<td>Shove</td>
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<tr>
<td>Dazzle</td>
<td>Explain</td>
<td>Grasp</td>
<td></td>
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<tr>
<td>Blinding ideas</td>
<td>Ring a bell</td>
<td>Get a grip</td>
<td></td>
</tr>
<tr>
<td>Colorful thoughts</td>
<td>Tune in</td>
<td>Grasp the facts</td>
<td></td>
</tr>
<tr>
<td>Draw me a picture</td>
<td>Give me a call</td>
<td>Pull some strings</td>
<td></td>
</tr>
</tbody>
</table>

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Think for a moment how you would solve the following problem:

You have just been put in charge of managing a large project for your organization—what is the first thing you do?
Pacing and Leading: What do I do?

- Mirroring
- Formatting and “chunking”
- Creating value

Pacing and Leading: Mirroring

- Facial expression
- Hand/arm gestures
- Eye movements
- Head movements
- Spatial proximity
- Leg crossing/shifting
- Breathing rate and depth
- Voice tone
- Voice tempo
- Inflection
- Accent
- Volume
- Hesitations/pauses
- Verbal (sensory) imagery
- Metaphors
- Paraphrase
Key question: Is there a way you can make it something seen, something heard or something felt?

Pacing and Leading: Formatting

Formatting -
translating your information into a format –
visual, auditory or kinesthetic—that best fits others styles

Visual -
charts, photos, memos, email, anything graphic

Auditory -
stories, testimonials, music, discussions, phone, anything verbal

Kinesthetic -
gesturing, models, demonstrations, anything they can touch

Key question: Is there a way you can make it something seen, something heard or something felt?

Pacing and Leading: “Chunking”

Chunking -
scaling the level of detail in the information you provide to a chunk - either serial or parallel - or size that best fits others

Serial -
making a list, going step by step, one by one, diagramming each phase

Parallel -
giving the big picture, the bottom line, getting to the main point or summary

Key question: Is there a way you can make it something big or something small?
Neurolinguistic Communication Model

Intake: Attending/Sensing
Processing: Organizing/Thinking
Output: Producing/Expressing

- Visual
- Auditory
- Kinesthetic
- Serial
- Parallel

Rapport: So What? - Applications

Team work
Conflict
On the phone
Rapport: Teamwork

Self focus -
What type of information do I prefer to receive?
How do I organize my thinking?
How do I prefer to express myself?

Self value -
What do I value?
How do I like that communicated to me?

Teammate focus –
What type of information do my teammates prefer to receive?
How do they organize their thinking?
How do they prefer to express themselves?

Teammate value –
What do they value?

Discovery:
Think of you and your teammates -
What are the similarities and differences?
How could you better establish and maintain rapport?

Rapport: Conflict & It’s Resolution

Anchors
are behaviors which are associated with
how an individual responds, learns, and
processes information.

Anchors can be both positive and negative.

Some Examples:
• a word or phrase
• an image or color
• a song
• a document or business form
• a type of technology
• a handshake
• a type of facial expression
• a tone of voice
• flowers or cologne
• a style of clothing or furniture
• a coffee mug
• a company logo
• the size of room
• the way a chair hits your back
• how someone presents information
• a slap on the shoulder
• a pinch on the cheek
Rapport: Conflict & It’s Resolution

What are some of your positive anchors?

What are some of your negative anchors?

Rapport: On the Phone

Talking about how things look

Talking about how things sound

Talking about how things feel
Rapport over time = trust.

The tools of rapport provide the following benefits:

- Understand what co-workers, clients, and all stakeholders want, sometimes better than they do
- Practice “conscious competence” so you know what went wrong and what went right, and proactively do something about it
- Create an ease and flexibility about your communication that telegraphs a positive, practical approach to solving problems
Game Planning

Actions Next 30 Days | Expected Outcomes | Keeping Score

- Start
- Stop
- Continue

Questions?

Please submit your questions now.
Neurolinguistic Communication Profile - Facilitator Set

- History and Overview of the Neurolinguistic Communication Model
- Neurolinguistic Communication Profile Background
- Scoring the NCP
- Interpreting the NCP
- Application
- Exercises to Increase Flexibility and Fit
- Rapport
- A Quick Assessment of Rapport
- Exercises to Increase Awareness and Flexibility
- Technical Development
- Sample Half-Day Training Design At-A-Glance
- Sample Half-Day Training Design
- Communication Mastery Skills
- Rapport: Mirroring and Matching

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