

V7 - Adapting the keys to Rapport

4 Keys to Rapport	Virtual challenge	Online Meeting
EMPATHY <ul style="list-style-type: none"> Ability to understand and share the feelings of another Ask about the other person (activates reward processing area of brain) and use active listening to show you are interested 	<ul style="list-style-type: none"> Tougher to pick up on feelings and emotions Active listening challenges due to lack of body language. Also verbal nods [yes, uh-huh, I see] distract attention. 	Keep video on and encourage others to do so <ul style="list-style-type: none"> People make deeper connections when they can see the other person Enhances Trust Allows pacing and leading of body language Alter active listening...use obvious body language e.g. nods Pick up on background objects – cues to establish common ground
AUTHENTICITY <ul style="list-style-type: none"> Be yourself – allow your unique personality to come out Avoid using pacing and leading techniques to be manipulative – instead use as part of a natural organic conversation 	<ul style="list-style-type: none"> Video meetings are inherently less ‘authentic’ than face to face 	<ul style="list-style-type: none"> Keep video on .. Display background objects illustrating interests and personality Use natural background if professional – authentic, rather than virtual backgrounds
SIMILARITY AND COMMONALITY <ul style="list-style-type: none"> People like people who are similar to them – names, movement, interests, behaviours See pacing and leading 	<ul style="list-style-type: none"> Lack natural organic social interaction – at beginning and end of meetings You have video but only head and shoulders visible – not as easy to match and mirror 	<ul style="list-style-type: none"> Need to take the lead and structure in ‘social’ aspect. ‘Before we begin, how was your weekend?’ Start – check in with everyone Pick up social at end of meet. Use questions or volunteer. ‘I’m off mountain biking this weekend, what are you up to?’ Pace and lead voice tone, volume, words etc. Pace and lead interests and hobbies, family Maybe break out with someone after. Often post meeting discussions can be of greatest value. ‘Jim – could you stay on the call for a minute?’ Home environment – clues to personality, natural reference points for rapport building
SHARED EXPERIENCE AND COLLABORATION <ul style="list-style-type: none"> Collaboration builds psychological ownership and connection to co-collaborators 	<ul style="list-style-type: none"> Cannot sit round a table and work on a document together or get up and brainstorm ideas on a whiteboard 	<ul style="list-style-type: none"> Use technology tools – whiteboard and annotate to build collaboration Use language to frame the conversation as collaborative. Use questions to deepen other person’s understanding as well as yours Define problems using buyers own words