



Facts about (and how to build) Rapport

Why Rapport is Vital

Building rapport is the key to all effective communication! If you don't have rapport then you are struggling. Some would say that rapport is a naturally occurring experience and either you have it or you don't and that to try and build it artificially is manipulative.

This is **FALSE!** Rapport is a natural phenomenon and often happens naturally, **BUT** you can become more skilled at building it.

How it Works

Rapport works at its simplest level on the premise that "subconsciously" we like people whom we perceive to be in some way like us. This 'opens the door' to effective communication.

That "Likeness" can and does take many forms:

Physical - Sex, dress, appearance, accent, body posture, gesture patterns, speaking speed, vocal tone, blink rate, breathing rate etc, etc, etc.

Content related - Vocabulary, level of detail, same interests, representational language - (visual, auditory, kinaesthetic) etc, etc.

What You Can Do

The key is to in some small, subtle ways "meet people in their mental/physical state and then lead them into a resourceful one for communication"

Taking the time to do this is so powerful - **Pacing** your audience is about putting yourself in their shoes - how might they be thinking, feeling in relation to the subject you are about to discuss and demonstrating that you can empathise with that.

More Information

This is a very brief introduction to Rapport. To find out more information on this or any other aspect of communication, please contact a member of the People Development team who will be only too happy to help you.

For related topics see Top Tips:

- **Body Language**
- **Communication**
- **Customer Service**
- **Influencing**