

7A Rapport building



You rehearsed your speech thoroughly and mastered that all-important body language. But when you delivered the talk, you sensed little enthusiasm in your audience. What's going on? You're probably coming across as artificial. To demonstrate your authenticity, imagine meeting four aims: being open to your audience, connecting with your audience, listening to your audience and being passionate about your topic. When you rehearse this way, you'll genuinely experience these feelings when delivering your speech. And your listeners will know you're the real thing.

Dr Nick Morgan, Public Words

- 1 Dr Nick Morgan is an author, *Harvard Business Review* journalist and expert on developing authenticity and charisma as a speaker. With a partner, try to decide:
 - a in what ways you can show openness to your audience
 - b what you can say or do to connect with your audience
 - c how you can deeply and actively listen to your audience
 - d how you can demonstrate passion for your subject.
- 2 **2.02** One simple way of connecting with an audience is to reduce the number of references to 'I' and 'you' and replace them with 'we'. Increase rapport in the statements below by changing *some* of the pronouns to the first person plural. Then listen and check your answers.
 - a Now, I know this is something that affects each and every one of you.
 - b I think you'd all agree that in the long term this is in your best interests.
 - c You need to be asking yourselves: what are you trying to achieve?
 - d So do you or don't you take up the challenge? The choice is yours.
 - e I've got three amazing new products I want to share with you today. So let me get started!
- 3 **2.03** Another way to be more interactive is to use question tags. Add tags to the presentation extracts below. The first one has been done for you as an example. Then listen and check your answers.

- a This isn't really so surprising, <i>is it?</i> - b But we won't let this stop us. - c We certainly can't complain.	- d We've been here before. - e I said it was good news. - f You know what's going to happen.
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When you are giving the same presentation many times, it is important not to let yourself get bored. Interacting with your audience is the best way to achieve this.

Mike Grabiner, former CEO of Energis

- 4 **2.04** Rephrasing controversial statements as negative questions makes them much more persuasive. Rephrase the following in this way. The first one has been done for you as an example. Then listen and check your answers.

- a We should be focusing our attention on our core business. *Shouldn't we ... ?*
- b Offshoring – this is something we need to be looking at.
- c It's time we started to take internet advertising seriously.
- d We've had enough of being number two in this industry.
- e There's a need for more accountability at board level.
- f We're in danger of losing some of our best customers.

- 5 **2.05** To build real rapport, your presentation needs to sound conversational. One thing you can do to achieve this is to repeatedly involve your audience. That's what the speaker below is doing. She is addressing an international group of CEOs and senior executives. Match up the seven stages of her speech in a–g with her involvement expressions in h–n. The first one has been done for you as an example. Then listen and check.

- | | |
|--|---|
| a Let's just talk about email for a moment. <u>If you're anything like me</u> , you probably wish email had never been invented! | h You'd think I was crazy, right? I mean, there are currently 1.7 billion email users out there! But let me ask you a question. |
| b And it's not just spam, is it? When was the last time you received dozens of emails that didn't even directly concern you? | i And would it surprise you to learn that students now hardly use email at all – except to contact professors and parents! |
| c So, what if I was to say to you that email, as we know it, is dead; that email will soon be as obsolete as the fax machine? | j But, you see, that's where you'd be wrong. The fastest-growing group of social networkers is actually women over 35. |
| d How many of you pay regular visits to sites like Facebook, MySpace or Twitter? How about texting? Most of you. Interesting. | k Raise your hand if that's happened to you. Right. I think that's something we can all relate to. Email is inescapable. |
| e But let me share some statistics with you. Did you know that 300 million users spend 8 billion minutes a day just on Facebook? | l And you don't need me to tell you that, together, China, India and women over 35 exercise a tremendous amount of influence! |
| f Now, I know what you're thinking. You're thinking, well, OK, sure, we know kids are the biggest users of Web 2.0 technology and texting. | m I mean, I don't know about you, but on a typical day I probably waste more time on email than just about anything else. |
| g And the biggest markets for SMS are China and India. The Chinese alone send half a trillion text messages a year! | n If, like me, you find yourself more and more involved in social networking these days, then you should already know that email is on its way out. |

a m b c d e f g

- 6 Underline the involvement expressions the speaker uses in 5. There are at least 16. The first one has been done for you.
- 7 Now prepare a short presentation with a controversial theme and use some of the rapport techniques you've studied in this module to make your speech more persuasive. There's a 'controversial ideas bank' on page 87. You can evaluate your performance using the feedback form on the website.

7B

Rapport building



You know a little humor would make your communications more engaging, persuasive, and memorable. The good news is, you can be funnier – and you don't even have to tell jokes! It's one thing to be funny. It's another thing to spread fun. You don't have to be Oscar Wilde. You don't have to be Robin Williams. You just have to be a fun person that creates opportunities for laughter to emerge.

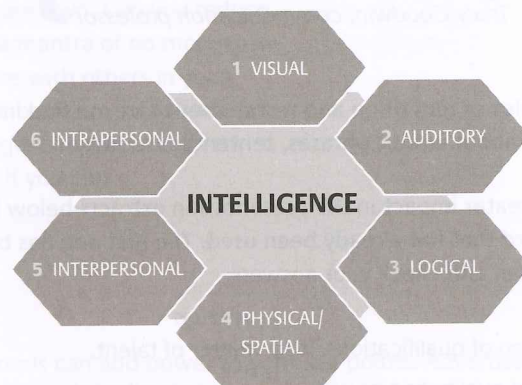
Doni Tamblyn, HumorRules.com

- 1 Doni Tamblyn is a comedian, corporate trainer and expert on using humour when you communicate. Read her comments and discuss these questions with a partner:
 - a Do you agree that being fun is more important than being funny?
 - b In what ways could *you* create 'opportunities for laughter to emerge'?
- 2 Form two groups. One group should brainstorm the advantages of using humour in a presentation, the other the possible disadvantages. Then briefly team-present your pros and cons. Which team made the stronger case?
- 3  2.06 How could you create humour out of the following in a presentation? Briefly discuss each situation with a partner. Then listen to the story of how a presenter actually handled it and decide which of their strategies might work for you.
 - a You know your audience is dying to see the new product you've just been describing.
 - b You invite your audience to share their thoughts with a neighbour, but a lot of them are either sitting alone or seem uncertain how to begin.
 - c There's a sudden power cut and you lose all your audio-visuals!
 - d You're scheduled to give a pre-dinner talk on Valentine's Day.
 - e You are the last speaker on the programme and, before you even start, your audience looks exhausted and ready to go home!



- 4 Humour is not the only thing that is a matter of personal taste. We know that different people also process information in different ways. Theories vary, but some of the most common intelligence types are represented in the diagram below. To key directly into each intelligence you need to vary your language. With a partner, write the letter of each presentation extract beneath the type or types of intelligence you think it's specifically addressing.

- | | |
|---|---|
| a Picture this ... | h The basic principle is fairly easy to grasp. |
| b How does this sound? | i So, logically, ... |
| c Let's take a moment to reflect on that. | j Take a minute to talk to a partner. |
| d Statistically speaking, ... | k Now, you're probably saying to yourself ... |
| e Do you see what I mean? | l Unfortunately there isn't time to go into depth here. |
| f It strikes me that ... | m I want to share with you ... |
| g Ask yourself ... | |



- | | |
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| n But let's look at this another way. | t Does that make sense to you? |
| o What I'd like to do is give you a feel for ... | u On balance, ... |
| p I think the figures speak for themselves. | v To illustrate what I'm saying ... |
| q Personally, ... | w So far we've barely touched on the question of ... |
| r I hear you say ... | x Just to give you an overview of ... |
| s Between you and me, ... | y Let me fill you in on the background to that. |
- 5 2.07 Listen to some short presentation extracts. From what the presenter is doing or asking the audience to do, what intelligences do you think they're addressing?

Extract 1:

Extract 2:

Extract 3:

Extract 4:

Extract 5:

Extract 6:

Extract 7:

Extract 8:

- 6 Turn to page 88 to practise rapport building. You can evaluate your performance using the feedback form on the website.

