

Engage, Influence, Motivate

How To Connect More Deeply With Others

Want to build connection, trust, loyalty with **anyone**?



To be a great leader you have to know how to communicate powerfully so others can hear you, so they experience connection with you, so they want to move forward into a positive future with you, so they have your attention and you have theirs.



Get on their map

The person you are communicating with will likely interpret your communication based on their **Map of the World** and not yours. There are many components that factor into a person's map of the world—which is why we misunderstand one another so often: we all have different maps.



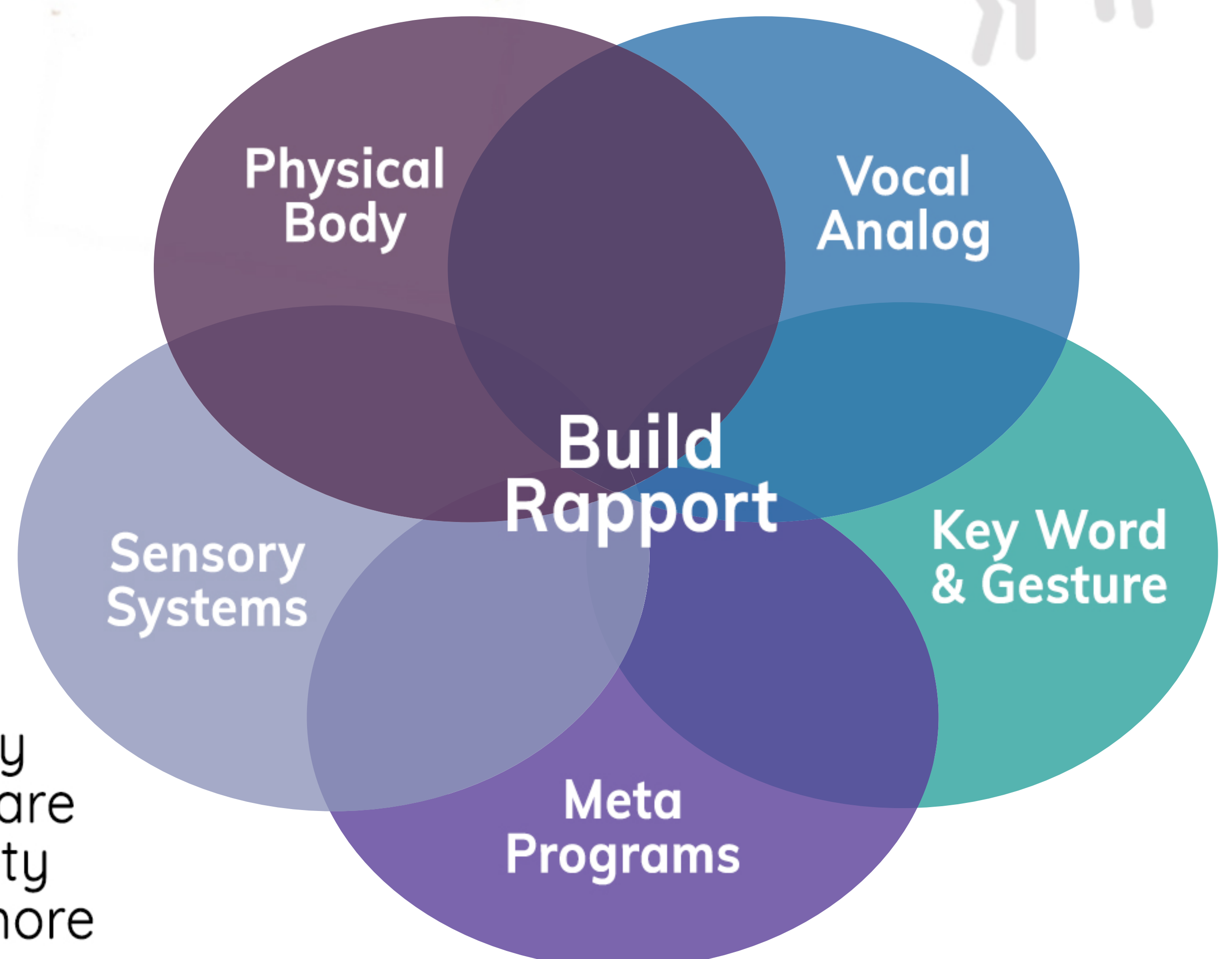
And if you REALLY want to connect with someone, you have to **get off of your map and onto theirs.** You do that by building rapport.



Rapport is that state of connection where our critter brain (focused on survival and constantly scanning for threats) is peering out and “coding” if you're friend or foe.



When we build rapport, we make the other person feel safe by giving them the experience that we are the “same as” them. The more safety you provide to another person, the more receptive they become.



Use these tools to get on their map and increase rapport:



Meta Programs



Mirroring



Safety, Belonging, Mattering

By **mirroring** a person's posture and language, you step into what it feels like to be them.

Ex. If someone says, "I'd like to go the extra mile!", while slicing the air with their hand, respond by gesturing similarly, "Yes! Let's go the extra mile."

Safety, belonging and mattering guide people into their Smart State, where true rapport, connection, alignment, enrollment, engagement live.

Ex (safety): "Thanks for stretching! Reach out if I can provide support."

Ex (belonging): "I'm so glad you're here."

Ex (mattering): "You're my top pick for this - I trust you!"

Meta Programs help people feel they belong with us. We "speak the same language."

Ex (toward): "I have some ideas to develop you as a leader."

Ex (away): "I have some ideas to solve this problem."

These are some of the most impactful meta programs:

Toward-Away (Are you motivated to go toward a goal or away from pain?)

Options-Procedures (Do you like to have many options, or a proven step-by-step process?)

General-Specific (Do you prefer a high-level overview, or specific details?)

Active-Reflective (Do you take action quickly, or do you take time to think about things first?)

When leaders use these tools to connect more deeply, they get results like these*:



67-100% Increased Employee Engagement



300%+ More Effective Marketing Messages



50%+ Faster Closing Of Sales

*Stats are from over 1,000 of SmartTribes Institute's coaching and workshop clients

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