

# pilot your power *NOW!*

## *The Three Keys for Creating Rapport*

*“People don’t care how much you know, until they know how much you care.”*

*By  
Gina Mausner*



*Pilot Your Power Now's purpose is to inspire and energize people to rediscover and powerfully embrace their amazing lives and be vibrant and passionate every moment! Starting Now! We offer a wide array of programs and group and individual coaching designed to expand your life experiences to be more inspired, successful and meaningful.*

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# *The Three Keys for Creating Rapport*

*By Gina Mausner*

The ability to positively and naturally connect with people is absolutely essential to being able to successfully influence them. This sense of connection is called rapport. It is the being in “sync” with another person. Rapport is one of the most powerful characteristics of unconscious human interaction. Rapport is the foundation for successful communications and relationships.

*Relationship* has been defined as a pleasant feeling of mutual trust, affinity, and friendship established through *verbal* and *nonverbal* means. People connect with people like themselves. Rapport is what establishes that mutual connection.

## **Key One: Sensory Acuity**

The first key to creating rapport with someone is to observe them and notice their conscious and unconscious behaviors. This is called sensory acuity. It is using your senses to notice different aspects of their presence - their physiology, their voice and their general state. The more you develop your sensory acuity skills the more easily you can understand what you need to do to be in rapport with people. What can you notice about how a person is using their body? How is their posture? What gestures are they using? What can you notice about their voice? Do they use any particular verbal expressions? How are they breathing? The more skilled you are in using your sensory acuity, the more sensitive you will be in noticing subtle changes in people’s behavior.

When two people meet, a host of automatic reactions are triggered both consciously and unconsciously. As we have often heard, first impressions are a critical factor in determining our opinion about people. We make evaluations about people within seconds of meeting them.

When people are in rapport, they more easily respond to each other. They feel a sense of trust and connectedness. At times, mutual rapport creates a matching of behaviors. You will notice that people in rapport make similar gestures, have similar facial and verbal expressions and align their bodies in similar ways.

When people are out of rapport, they may not respond easily to each other. Often there is tension and conflict. There is no sense of connectedness or responsiveness. At times, there is also a sense of resistance. Communication is less effective and can be strained.

An important aspect of sensory acuity is understanding and using people’s representational systems or modalities V-A-K-O-G (Visual Auditory Kinesthetic Olfactory Gustatory). These are the representational systems we all use to process information through our senses. People typically have a primary and a secondary modality/communication style – visual, auditory or kinesthetic. Studies have shown that less than one percent of people process information using their olfactory or gustatory senses as their primary modalities. The more aware you are of the characteristics of each representational system, the more easily you can recognize those patterns in people.

People who are primarily visual are more easily influenced by how something “looks”. Visual people process in images, mental pictures and sights. They process by “seeing” things or being “shown” something (e.g. PowerPoint presentations, movies, posters, demonstrations). Visual people tend to speak quickly, are bored by long verbal instructions, and use a lot of hand gestures.

People who are primarily auditory are more easily influenced by how something “sounds”. Auditory people process in sounds, speech, dialogue and noise. They process by “hearing” things or having things “described” to them (e.g. verbal descriptions, audio CDs, phone conversations). Auditory people are more attuned and aware of sounds and typically will filter the noises in their environment. They can easily repeat things back to you. They are more sensitive to verbal expressions and tone of voice.

People who are primarily kinesthetic are more easily influenced by how something “feels”. Kinesthetic people process in “feelings”. Kinesthetic people often talk and breathe slowly. They are more sensitive to touch and process by actively “doing” something.

## **Key Two: Matching and Mirroring**

The second key to creating and building rapport is matching and mirroring. People like and connect with people like them. Matching and mirroring creates an instant way to be like someone else. Once we use our sensory acuity to observe someone’s behavior we can match and mirror that behavior in a variety of ways.

We can match their mood, gestures, facial and verbal expressions, posture, breathing, voice and other aspects of their current state of being. In matching those behaviors, we mirror back to them their own present state. In this way, they recognize someone similar to themselves.

## **Key Three: Pacing and Leading**

The third key in creating rapport is pacing and leading. Pacing and leading is the ability to match someone in their current state and lead them to a more resourceful state. The ability to pace and lead is an essential skill to using rapport in even more effective ways. Once you match and mirror a person’s behavior, you pace that behavior in the same way they do. The important factor here is to remember that it is absolutely essential to meet someone where they are before you can lead them to where you want them to go. It is also important to remember that you can match their intensity level without necessarily matching their emotion. For example, if someone is angry, stressed, breathing quickly, talking fast and walking fast, to establish rapport you would need to elegantly and subtly match and mirror that behavior (without the emotion) to establish rapport. You would then pace those behaviors and lead them by your behavior transitions to more resourceful breathing patterns, speech and physiology.

*When you master these essential rapport skills, you will be even more sensitive to the diversity in people, more flexible in your own behavior to model them and more successful in creating a foundation of trust to positively influencing them!*

# MATCHING AND MIRRORING

COMMUNICATION IS:

WORDS (7%)  
VOICE (38%)  
PHYSIOLOGY (55%)

## PHYSIOLOGY



## VOICE



## WORDS



POSTURE  
GESTURES  
BREATHING  
MOVEMENTS  
PROXIMITY  
FACIAL EXPRESSIONS  
BLINKING

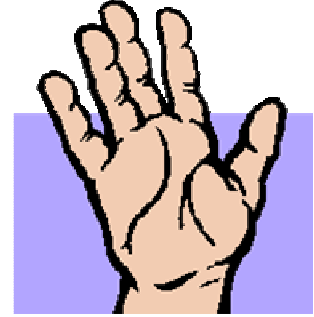
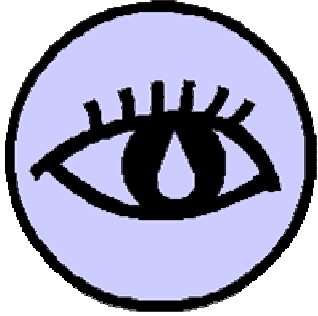
VOLUME  
TEMPO  
TONALITY  
TIMBRE

KEY WORDS  
PHRASES

**V**

**A**

**K**



**VISUAL**

**AUDITORY**

**KINESTHETIC**

Fast Speech  
Louder  
Lots of Gestures  
Create Pictures

Emphasize Tonality  
Punctuate Words  
Easily Repeats Phrases  
Awareness of Sound  
Rhythmic Gestures  
Narrow Arm Range

Slow Speech  
Low Tonality and Volume  
Prefers Doing or Walking  
Through Something

**USE WORDS LIKE:**

See  
Look  
Imagine  
Picture it

**USE WORDS LIKE:**

Hear  
Listen  
Resonate  
Rings a Bell

**USE WORDS LIKE:**

Feel  
Take it In  
Mull it Over  
Grasp it  
Catch On



## **Gina Mausner**

### *Founder & Visionary*

Gina Mausner is the founder and visionary for Pilot Your Power Now! She is living her dream of creating an organization that inspires and energizes people to rediscover and powerfully embrace their passionate amazing lives. She is a life coach & mentor and is a certified practitioner in the area of Neurolinguistics (NLP) and Time-Line Therapy. She has years of experience successfully coaching numerous people on a wide array of issues dealing with relationships, family, finances and careers. She has successfully helped them make their own positive choices to permanently move their lives to their next extraordinary fulfilling levels, reach their goals, live their dreams and achieve their own sense of personal spiritual fulfillment. She continues to do a wide variety of programs on “Everyday Inspiration”, “Overcoming & Redefining Challenge”, “Powerful Presentations” and numerous other topics. For many years she has lectured to many community groups, middle schools, high schools, colleges, and other organizations on issues related to creating and maintaining health and happy relationships, identifying relationship abuse and ending domestic violence. She was also featured on the show Motherworks for the Lifetime Cable Channel. She has served on numerous boards for a variety of charitable organizations serving people nationwide. She has helped numerous victims of domestic violence through the California court systems. She has been a lawyer and a member of the California State Bar for seventeen years and for many years she practiced law with the San Francisco law firm Farella, Braun & Martel. While practicing law, she focused on general business law with an emphasis on start-up companies. She has extensive business organization and management expertise. She has counseled numerous entrepreneurs in all aspects of organizing and operating various business entities and has negotiated and documented a wide range of business agreements, financing deals, acquisitions and real estate deals. She has lectured extensively at industry conferences and trade groups on business planning, organizational structuring and related legal matters. While she practiced law in San Francisco, she was an arbitrator for the San Francisco Better Business Bureau where she resolved countless disputes involving businesses in the San Francisco Bay Area. She was also the Chief Financial Officer, General Counsel and Partner in J.S. Oliver Capital Management, L.P. where she created and managed the infrastructure and operations of this successful San Diego based money management firm. Prior to becoming a lawyer, Gina was an entrepreneur who provided numerous businesses with assistance in various business matters including preparation and implementation of business plans, negotiation and implementation of various financing means and organization of internal business structure and systems. Gina received her J.D. from the Boalt Hall School of Law, University of California at Berkeley. In addition to these professional successes, she has owned and operated a nursery school. She has coached a high school tennis team to win the championship in their region. She is also a triathlete and on many days you will find her swimming in the ocean at La Jolla Cove. She has traveled extensively and cycled in many countries around the world and loves any outdoor adventures especially those in the ocean. She has even trained in Thailand to be a mahout to guide and ride elephants. Her true inspiration comes from her many friends and loving family and the magical moments they continue to create together.

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