

Liking

We feel a desire to support those we like. Here are all the criteria that help us to forge bonds based on liking:

The communication medium:

We're more likely to oblige those we've met face to face. You'll develop more affinity depending on the medium you use. In the list below, email is the most challenging way to build relationships.

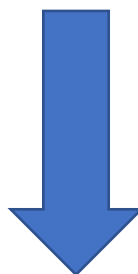
As you go down the list, graduating to in-person meetings, the relationship can become more committed:

Email

Phone call

Video call

In-person meeting



Common interests:

I know we're talking about Influence at Work, but don't ignore that you'll be dealing with people who have lives and interests. Show an interest in theirs and you'll increase your value. You may find that you have something in common, which is even better.

The way you listen:

Listening isn't a passive activity. You need to listen to understand. Sometimes we're way too quick to come in with a solution or advice. Often that will put you under pressure. Simply by using any of these techniques, you check your understanding and by yourself time:

- **Repeat back** – repeating back the last 3 or 4 words of what you heard, either by themselves or in a sentence. People think they'll sound like a parrot but you won't as long as you don't overdo it.

Here's an example of how you can use it:

"We've had to improve poor performance."

"Improve poor performance?"

What actually happens is that the other person is very likely to build on what they're saying so you'll more valuable information, which is why sales people use this technique frequently.

- **Labelling** – use "this sounds like"; "it seems you..."; "that must feel";
- **Paraphrasing** – repeat back in your own words buys you time and checks understanding. If the other person corrects you, that's fine. You checked.

Now watch this 1min 40 second video to see what these techniques look like in practice:

<https://www.youtube.com/watch?v=bFQ8L0q8Np0>

(If you want to laugh, active listening isn't this (from 'The Office')):

<https://www.youtube.com/watch?v=Qg8PIK74K04>
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Mirroring language and posture:

Here are some of the ways in which you can use matching.

- a) Vocal speed – if they speak rapidly, you speed up. If they're slower, you do the same.
- b) Vocal tone – match a softer speaker or someone more strident.
- c) Words – echo some of the language back to the other. Use this technique especially in proposals and emails.



Your Actions:

1. This 2 minute video *shows* you what mirroring looks like:

<https://www.youtube.com/watch?v=rqhSWI4-hnA>

2. This 2 minute video reveals how to mirror if someone is inhibited, aggressive or negative in some way: <https://www.youtube.com/watch?v=jmRSgEJgNmY&t=99s>

3. For how to do it without the other person noticing 😊 go here:

<https://frankiekemp.com/matching/>

4. Consider an interaction you'll be having and apply one or more of these techniques. Record what happened in the table. Do all 10 rows, focusing on at least one particular technique. Soon, you won't need any reminders at all. I advise you starting with a low stakes interaction, and you'll see *examples in italics*.

Interaction	Listening Skills I deployed	How I mirrored	Reference to interests
<i>Speaking to Mum on the phone</i>	<i>Paraphrased</i>	<i>Mirrored tone</i>	<i>Not applicable</i>
<i>Planning meeting with Raj</i>	<i>Labelled</i>	<i>Forgot!</i>	<i>Remembered his tennis!</i>
1.			
2.			
3.			
4.			
5.			
6.			