

How to Make the Most of EVERY INTERACTION WITH OTHER PEOPLE

The Science of Personal Style & Interpersonal Communications

Every human being is born with and/or has evolved into having certain natural behavioral tendencies, communication styles, thinking patterns, personal preferences and other idiosyncrasies unique to him/her. The science and study of human behavior, personal styles and interpersonal communications have uncovered many statistics and generalities about human behavior.

Very few people think, act or view the world/reality in exactly the same way. Variations and differences are by far the norm – i.e., approximately 70% to 80% of the people you meet over your lifetime will think and behave differently than you do.

Despite these differences, humans share some basic similarities. Generally, everyone:

- 1 Uses their five senses to acquire information. The majority of the general public prefers visual information – they acquire most information from what they see. On the other hand, most highly educated professionals are auditory learners – they gain most information by what they hear.
- 2 Uses their mind to acquire information. The majority of the general public balances what they think with what they feel, while **highly educated professionals** tend to rely mainly on what they think.
- 3 Expresses a certain amount of emotion through their voice and body when they communicate. As a general rule, owners, leaders, entrepreneurs and CEOs tend to be **Type A** communicators.
- 4 Expresses a certain amount of assertiveness when communicating. As a general rule, owners, leaders, entrepreneurs and CEOs also tend to be strongly assertive communicators.
- 5 Has their own **business** motives, values and agenda.
- 6 Has their own **personal** motives, values and agenda.

Every human being has the potential (to one degree or another) to be a referral source – someone who provides free word-of-mouth advertising about you and/or your firm. Keys are whether they are willing to refer to you and their capacity to do so. So, leading with a pleasant, kind, respectful demeanor towards every person you meet or run across, tends to pay off.

To have the most productive and professional approach and attitude toward all people, make an effort to:

- 1 Be courteous, respectful, and kind.
- 2 Avoid distractions – i.e., don't be cell phone-centric.
- 3 Remember that very few people think or see the world the way you do.
- 4 Avoid making fast judgments based on what people look like or where you see them.
- 5 Expect differences in the way they communicate/ behave, and accept them as they are, even if their style doesn't match yours.
- 6 Have patience to understand for differences and uniqueness.
- 7 As appropriate, ask: "What can I do to be of service, helpful and/or useful to you?"

To develop meaningful relationships with people over time, you must first establish rapport with them. A level of rapport exists when you can move forward as if you like them and they like you and/or you have interests/issues in common. To initiate, develop and/or build rapport with those you meet:

- 1 Pay attention. Be authentic and sincere. Put your cell/mobile device away.
- 2 Adopt an "I am happy to meet you/am here to meet-and-greet attitude" and smile. Greet sincerely. Demonstrate interest.
- 3 Be a good listener. Use the person's name. Introduce yourself in a polite and/or unique way. Provide your business card.
- 4 Find and inquire about commonalities – why they are here, background, interests, hobbies, families, weather, headlines, sports, etc. Ask why they came to event, who they know here, etc. Ask where they work, what they do.
- 5 Discuss common concerns about the weather, the event, business. As appropriate, ask about business objectives, roles and responsibilities. Consider and/or suggest ways to be helpful/useful to that person.
- 6 Remember and/or track whom you met, where and what you discussed – add this information to your online contact information. Follow up as appropriate; send opt-into-our-email-list notes, a personalized invitation to connect on LinkedIn, an invitation to join your contact list, etc.
- 7 Send a "nice to meet you" email, along with, as appropriate, information you may have discussed and appropriate follow-up. Create a reminder in your online calendar.

