

## Establishing Elegant Rapport Through Elegant Communications

**Presenter: Bob Marshall, Founder – The Marshall Plan**

Bob Marshall, founder of The Marshall Plan, has an extensive background in the recruiting industry as a Recruiter, Manager, VP, President, Consultant and Trainer. In 2012, Bob celebrated his 32<sup>nd</sup> year in the recruitment business. Bob started in search and recruiting with a large recruitment organization and soon became a Pacesetter. In his first office, he was named Account Executive of the Month sixteen times and is the recipient of the Million Dollar Hall of Fame Award. After working a desk for four years, Bob became a Regional Manager for this same organization delivering operational support and training for their 60+ offices in the eleven western states. In 1986, Bob founded The Bob Marshall Group.

### **About this Program**

In this presentation, entitled “Establishing Elegant Rapport Through Elegant Communications”, Bob discusses neuro-linguistic programming, or NLP. You’ll discover how using these proven communication techniques can build rapport quickly and effectively with your clients and candidates.

### **Meeting: “Establishing Elegant Rapport Through Elegant Communications” by Bob Marshall**

**If you are reviewing this episode with a team, pause the video at 22:03 to take the Sensory Modality Checklist. Resume and then watch the remainder of the session; use the discussion points below to expand on the information shared.**

**Facilitator:** Bob dives in to the concept that we are all divided into three major communication categories: Visual, Auditory, and Kinesthetic. Although one of these categories usually predominates, we use all three. As it relates to our business communications, if we could discover which one predominates in the people we were communicating with, we could become better communicators.

**SENSORY MODALITY CHECKLIST:** The **Sensory Modality Checklist** will help you discover your preferred cognitive style for learning and self-expression.

There are ten incomplete sentences and three choices for completing each; all of the options may not apply to you. You have a maximum of 6 points to score on any given question. If one answer is perfect and the other two answers are not like you at all, score 6 points on the perfect answer and give the other two answers 0 points each so that the total points equal 6. If all three answers are right for you, score 2 points on each—again equaling 6 points total. You can distribute the 6 points any way you choose on each of the questions.

1. When I want to learn something new, I usually:
  - a. ( ) want someone to explain it to me.
  - b. ( ) want to read about it in a book or magazine.
  - c. ( ) want to try it out, take notes, or make a model of it.

2. At a party, most of the time I like to:
  - a.  listen and talk to two or three people at once.
  - b.  see how everyone looks and watch the people.
  - c.  dance, play games, or take part in some activities.
  
3. If I were helping with a musical show, I would most likely:
  - a.  write the music, sing the songs, or play the accompaniment.
  - b.  design the costumes, paint the scenery, or work the lighting effects.
  - c.  make the costumes, build the sets, or take an acting role.
  
4. When I am angry, my first reaction is to:
  - a.  tell people off, laugh, joke, or talk it over with someone.
  - b.  blame myself or someone else, daydream about taking revenge, or keep it inside.
  - c.  make a fist or tense my muscles, take it out on something else, hit or throw things.
  
5. A happy event I would like to have is:
  - a.  hearing the thunderous applause for my speech or music.
  - b.  photographing the prized picture of a sensational newspaper story.
  - c.  achieving the fame of being first in a physical activity such as dancing, acting, surfing, or a sports event.
  
6. I prefer a teacher to:
  - a.  use the lecture method with informative explanations, and discussions.
  - b.  write on the chalkboard, use visual aids and assign readings.
  - c.  require posters, models, or in-service practice, and some activities in class.
  
7. I know that I talk with:
  - a.  different tones of voice.
  - b.  my eyes and facial expressions.
  - c.  my hands and gestures.
  
8. If I had to remember an event so that I could record it later, I would choose to:
  - a.  tell it aloud to someone, or hear an audio tape recording or a song about it.
  - b.  see pictures of it, or read a description.
  - c.  re-play it in some practice rehearsal using movements such as dance, play-acting, or drill.
  
9. When I cook something new, I like to:
  - a.  have someone tell me the directions, a friend or TV show.
  - b.  read the recipe and judge by how it looks.
  - c.  use many pots and dishes, stir often, and taste-test.
  
10. In my free time, I like to:
  - a.  listen to the radio, talk on the telephone, or attend a musical event.
  - b.  go to the movies, watch TV, or read a magazine or book.
  - c.  get some exercise, go for a walk, play games, or make things.

Finally, add up the columns...the "A" column...the "B" column...the "C" column. Each column will range from 0 to 60. Together, they will total 60. In other words, you should have a total maximum (all columns added together) of 60 points.

"A" Column Score: \_\_\_\_\_ (Auditory)

"B" Column Score: \_\_\_\_\_ (Visual)

"C" Column Score: \_\_\_\_\_ (Kinesthetic)

### Analyzing the Results

The goal of the Sensory Modality Checklist is to help you to understand which mode you most identify with and how you naturally process logic. It is critical to first understand your own primary and dominant mode so you can then understand how to relate and communicate with others. Do keep in mind that everyone experiences all three, but one mode tends to dominate.

**Auditory:** You learn and express yourself through sounds and hearing

**Visual:** You enjoy learning and expressing yourself with your eyes - seeing things written, or in colors, or with different imageries.

**Kinesthetic:** You learn and express yourself through physical and muscular activity and practice.

**(Facilitator):** Now that we've begun to identify how each of us learn and process information, let's discuss how to best communicate with those individuals who are different than ourselves.

What do we need to keep in mind when communicating with a Visual person?

- Speak in sentence fragments; give information quickly because that is how it's going to be absorbed
- Do not be offended if they interrupt you
- Use words that portray imagery, such as *perspective*, *appear*, *focus*, *imagine*, and *look*
- \_\_\_\_\_
- \_\_\_\_\_

What do we need to keep in mind when communicating with an Auditory person?

- Slow down, take deep breaths, relax
- Use their words and expressions; reflect their words back to them
- \_\_\_\_\_
- \_\_\_\_\_

**(Facilitator):** To cover all bases, consider revising your recruiting scripts and marketing presentations to include a variety of language that appeals to all types. Since most of us spend some of our most critical time making presentations, and not knowing in advance what type of communicator a candidate or hiring manager is, consider re-scripting to include a diverse collection of the following types of words:

**Visual (See)**

Appear	Demonstrate	Dream	Examine	Focus
Forsee	Glance	Hindsight	Illusion	Illustrative
Imagine	Image	Inspect	Look	Observe
Outlook	Perceive	Perspective	Picture	See
Scene	Scope	Scrutinize	Show	Sight
Survey	View	Vision	Watch	Witness

**Auditory (Hear)**

Announce	Articulate	Audible	Boisterous	Converse
Discuss	Divulge	Earshot	Enunciate	Gossip
Hear	Hush	Inquire	Listen	Loud
Mention	Noise	Quarrel	Proclaim	Pronounce
Remark	Ring	Roar	Say	Scream
Shrill	Sound	Speak	Speechless	Squeal
Talk	Tell	Tone	Utter	Vocal

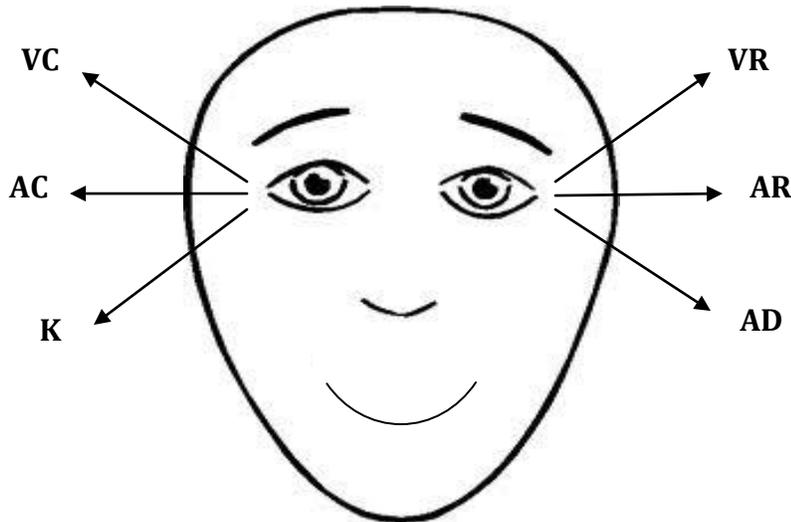
**Kinesthetic (Feel)**

Bearable	Callous	Charge	Concrete	Emotional
Feel	Firm	Foundation	Grab	Grasp
Grip	Handle	Hang	Heated	Hold
Hunch	Hug	Impact	Lukewarm	Move
Panicky	Pressure	Rush	Softy	Solid
Score	Stir	Stress	Support	Tense
Tie	Touch	Unbearable	Upset	Whipped

**Fluff (Predicates that overlap systems or cannot be specifically placed in one of the three representational systems)**

Analyze	Clear	Cognizant	Communicate	Flow
Hassle	Idea	Intuition	Muddle	Notice
Obscure	Pinpoint	Know	Feedback	Sense
Got It	We're Late	Understand		

### EYE-ACCESSING CUES



- VR Visual Remembered:** Seeing images of things seen before, in the way they were seen before. Sample questions that usually elicit this kind of processing include “What color are your mother’s eyes?” and “What does your coat look like?”
- VC Visual Constructed:** Seeing images of things never seen before, or seeing things differently than they were seen before. Questions that usually elicit this kind of processing include “What would an orange hippopotamus with purple spots look like?” and “What would you look like from the other side of the room?”
- AR Auditory Remembered:** Remembering sounds heard before. Questions that usually elicit this kind of processing include “What’s the last thing I said?” and “What does your alarm clock sound like?”
- AC Auditory Constructed:** Hearing words never heard in quite that way before. Putting sounds or phrases together in a new way. Questions that tend to elicit this kind of processing include “If you were to create a new song right now, what would it sound like?” and “Imagine a siren sound made by an electric guitar.”
- AD Auditory Digital:** Talking to oneself. Statements that tend to elicit this kind of processing include “Say something to yourself that you often say to yourself” and “Recite the Pledge of Allegiance.”
- K Kinesthetic:** Feeling emotions, tactile sensations (sense of touch), or proprioceptive feelings (feelings of muscle movement). Questions that elicit this kind of processing include “What does it feel like to be happy?” “What is the feeling of touching a pine cone?” and “What does it feel like to run?”