

# ASSOCIATE TIPS

## How to Connect, Not Just Communicate, with Others

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To simply communicate with others is probably rather easy. However, we often come away feeling like it wasn't a fulfilling conversation or interaction. Perhaps a purpose wasn't achieved, or a deeper connection wasn't attained, or perhaps, there wasn't much of an alignment. With Emergenetics, we have a framework we can apply in order to reap maximum potential from any interaction, connection or communication. **Here's how!**



### CONSIDER HOW YOU COMMUNICATE

Always start with ME. Recognise that we each have a unique approach in communication and recognise the preferences that are being shown. Then, recognise if they are effective or ineffective.



### CONSIDER YOUR AUDIENCE

Recognise that your audience may or may not resonate with your preferred way of communication. Hence, be aware that you may need to adapt, while not losing who you are.



### THE INTENT-IMPACT GAP

We are each unique. Recognise that there will usually exist an intent-impact gap when we connect with others. Our audience will probably not fully understand our good intentions and may come away being negatively impacted. The faster we recognise this, the more time we give ourselves to prepare to narrow that gap.



### FOCUS ON WHAT THEY CARE ABOUT

While you may have an objective or agenda, focus first on what people care about. This will engage them for far longer and give you more time and opportunity to then meet your objectives or agenda, while also addressing theirs.



### WHEN IN DOUBT, MIRROR

We usually don't have the luxury of knowing the Emergenetics preferences of everyone we speak with. Hence, it's always a good idea to mirror the behavior of the person we are connecting with. Mirroring is when we adjust our own body language (behavior, gestures) and spoken language (thinking preferences) to suit the other. This is one of the more effective ways to build rapport and trust quickly.



### THE PLATINUM RULE

Treat others how they want to be treated. Keep this firmly in mind and you will be well on your way to reaping the full potential of your relationship. This helps us to focus on being 'other-centred', while respecting the fact that the other person is unique and different from you.



### THINK TOGETHER, NOT ALIKE

Often, we are too quick to agree with someone else, especially if we are trying to establish rapport or trust. However, often, it may not be the best thing to do if you want to achieve great things in a particular relationship, connection or interaction. Keep in mind to think together, and that sometimes means not agreeing. It might mean harnessing that diversity or difference in order to reap maximum potential.



If you would like to find out more about implementing any of these tips in a workshop or programme, please contact Colin at [colin.yeow@emergenetics.com](mailto:colin.yeow@emergenetics.com).