

WWW.

HUM  RE.US

GOOD CAUSES.  GOOD TIMES.

**WE'RE MORE THAN JUST HUMOROUS!**

**RAPPORT AND EFFECTIVE  
COMMUNICATION**



# IMPROV



Three-headed expert! Three times  
the knowledge, kind of... 

1. **COMMUNICATION: MORE THAN JUST WORDS**
2. **SENSORY ACUITY: READ PEOPLE LIKE A BOOK**
3. **RAPPORT: BEING LIKED REDUCES RESISTANCE**



# COMMUNICATION - WHAT ISN'T BEING SAID MATTERS

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PHYSIOLOGY %

TONALITY %

WORDS %



WORDS 7%

TONALITY 38%

PHYSIOLOGY 55%



# SENSORY ACUITY

WATCH:

EYES

SKIN

LIPS

BREATHING

“I’m fine”

“I had the best day at work, I  
can’t believe I get to do this 5  
days a week, sometimes more!”



# RAPPORT

BEING LIKE SOMEONE REDUCES

—  
RESISTANCE

- People do business with people like them.
- People with the most behavioral flexibility win.
- Don't get stuck in your patterns and pitches.
- Sensory Acuity is unconscious
- Learn to do them consciously.

# LANGUAGE CUES

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VISUAL

AUDITORY

KINESTHETIC (FEELINGS)

# INDICATORS OF RAPPORT

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VISUAL

FEELING

AUDITORY

LEADING



# MAINTAIN RAPPORT



## DOs and Do Nots





# A CHECKLIST FOR YOU



PREPARE



# QUESTIONS?

NOTE: ANSWERS MAY BE FABRICATED  
WHEN PRESENTERS KNOWLEDGE  
LIMIT HAS BEEN REACHED

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