
On Connecting With People

Have you ever considered why it is that occasionally there are people in your life with, for no apparent reason, you just can't seem to connect with? You can't identify anything obvious in your collective or respective backgrounds that would account for it... in fact you may only just have met... but you never quite hit it off, never seem to be able to get on the same page.

Is it just you... is it just them? Yes... and umm... no, it's probably both of you. There may well be an underlying principle, or science if you will, at work that is keeping the two of you from communicating and connecting... it's called Neuro-Linguistic Programming (NLP), and it happens, and is happening, to all of us over time.



NLP is the study of individual's preferred style of learning and communicating... how our brains have been programmed. Up until the early 2000's three styles were identified, and most people are familiar with them; *auditory, visual, and kinesthetic*... that is, learning through hearing, seeing, and experiencing, respectively. Then a fourth style was uncovered... *digital auditory*. People with a DA preferred style process information so fast that they often are tempted to finish other people's sentences for them... (guilty as charged!).

Why is understanding NLP important as a practical matter... in other words, so what? I'm glad you asked!

Unless you are a worker bee who sits alone in a cubicle all day staring at a computer screen, your success relies on your ability to get results with and through others. And yes, even the worker bee has family, friends, and people they come in contact with throughout their life that they must interact with in order to satisfy the wants and needs most important to them. That means all of us would benefit from a better understanding not only of what our own NLP style is... it would also be a powerful advantage if we could know what other's preferred style is. The bad news is that it isn't intuitive. The good news is that you don't have to be a psychologist or behaviorist to master simple techniques and strategies for dramatically improving your ability to communicate more effectively... you just have begin to consciously pay attention for a while.

Ready to get started? The first step is to establish a baseline... that is, discovering your own preferred style. We'll make that easy for you... [click here](#) to access a brief ten-question self-assessment that will get you started. You'll receive a report that not only provides your preferred

style, but also information about all the styles that can help you easily identify those of the people around you. Try it... its fun, fascinating, and free!

Want to dig deeper? Then pick up a copy of what I have found to be the most practical publication available on the subject; [Nicolas Boothman's "How To Make People Like You In 90 Seconds"](#). It's thankfully back in print, and it's 203 pages are chock full of useful tips for understanding NLP, listening, body language, and a really useful attitude. As a bonus, this little volume (almost a pocket guide) is an easy read with enough British humor to keep you entertained whilst you learn a bit about yourself, and other people.

Isn't it time you really connected with the people in your life in a more positive and meaningful way?

How would your family, friends, neighbors, co-workers, employees, customers, potential customers, your boss... AND YOU benefit?

What would it allow you to do that you can't do now?

Thanks for reading this edition of *On Purpose!*

If you like what you have read here, feel free to pass it along to your friends and colleagues... they'll thank you for it!

For more information on this or other topics, feel free to contact us directly at:

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