

Consciously Creating Trust with our Clients and Students

Stephanie Shipper

By becoming a student of ancient success formulas, we create a bond with our client, creating an unconscious trust and satisfaction

The time and business that a client gives us is in direct proportion to the trust and respect we have built; therefore our success and ability to thrive hinges on consciously creating a relationship that unconsciously speaks trust.

The Three Heated Complaints

Underneath all complaints regarding lack of trust are what I call the three heated complaints:

- You didn't listen to me and hear what I said.
- You don't understand what I said.
- You don't perceive where I'm coming from or what I'm about.

Most people don't automatically expect agreement. They understand by a certain age that complete agreement is rare. What is unconsciously expected (and therefore becomes the recipe for trust and respect) is:

- being listened to
- being understood
- being perceived correctly

Success in our client relationships occurs when we build an environment that assures that these three requirements are satisfied.

Clues to Creating Trust and Respect

Trust is created by rapport . . . defined in Webster's as "removing the perceived differences between our-

selves and others." One way to learn about the magic of rapport is by examining rituals practiced in mating/attraction dances and ancient hunting rituals. When rapport is observed in the mating rituals of mammals, we see that the formula preceding chemistry and mating is a series of "matches" consisting of matching voice and movement, and mood (emotions,). This type of match is known as mirroring.

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This mirroring forms *the dance* often referred to as courtship or flirtation. Physical, tonal, and mood mirroring is compelling (in that the individual views himself mirrored in the counterpart's gestures, tone, and manner). This self-viewing triggers an unconscious biochemical relaxation response associated with safety.

Trust / Rapport in Mating / Attraction dances is created by:

- matching/mirroring physical movements, breathing patterns, expressions, intensity and or ease
- matching/mirroring tonality, i.e. syntax, inflections, accent, regionalisms, word choices
- matching mood and emotional expression

After following these first three responses over a matter of minutes, *self-observation* occurs. A biochemical relaxation response is triggered by self-viewing, and the person relaxes and moves into deep rapport.

Symptoms of Safety

Scientists have measured responses of those who match and found these responses to be highly detectable:

- facial palette roseation (blushing)
- uncontrollable smiling and nodding
- synchronized movement, tonal, and emotional responses
- warm perspiration
- pore dilation (measured by putting a magnifying glass on the skin)

Pore dilation is a literal “opening up” that precedes a generalized relaxation response. At this point the client becomes open to our ideas and input. Because the client is literally open (physically), they become open emotionally, receptive to change, and often share things that they not have been comfortable sharing previously. Clients who are mirrored frequently comment, “I feel like I have known you for a long time.”

This same mirroring/matching phenomenon can be observed in pre-hunting rituals. Ritualized dancing/chanting (common to all hunting and gathering societies) is characterized by rhythmic dancing and chanting that mimics the animal being pursued in the hunt. These unusual ritualistic practices calm

fight/flight tendencies and enable the hunters to cross into the territory of “the hunted.” Hunters seek to guarantee their success in the field by “becoming” what they hunt in ritualized dances.

Growing Trust

By becoming a student of ancient success formulas, we engage a kind of bond with our client, creating an unconscious environment of trust and respect.

When our client sees, hears, and experiences him/herself through our conscious choice to mirror, fight and flight instincts quiet, and unconsciously the person opens to us. When the obvious differences between us and the client are minimized (tonally, physically, and in mood), rapport begins. When rapport begins, we have successfully arranged to grow trust.

At this point the three heated complaints disappear. When we are “with ourselves,” we experience that we are listened to, understood, and perceived for who we are. Satisfaction and continued relationship follow customer trust.

Consciously select for trust and respect. Build the ideal relationship with your client through ancient, time-tested strategies.



Stephanie Shipper is an NLP Trainer with 26 years of experience training internationally. She is also a TFH Trainer and specializes in the use of kinesiology in her practice of NLP. Among her clients are the US Army Peacekeeping Forces, NIH, NJ Organ Donors Network, and the NC Bar Association. Stephanie is owner of Expert Outcomes, a training, coaching, and consulting Service in Chapel Hill NC.

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