



BOOK NOTES

Supercommunicators

by Charles Duhigg

- *Neural Entrainment* - Our brains crave connection, the most important goal of conversation is to connect
- 3 types of conversation: Decision making that focus on *What's This Really About?*; Emotional conversations asking *How Do We Feel?*; and Social conversations exploring *Who Are We?*
- *Matching Principle*: Effective communication recognizes the kind of conversation that is occurring and then matching each other. Respond to emotion with emotion, but keep focus on them.
- Looping for Understanding: Listen to what they say; repeat back in your own words; confirm understanding (understand their mindset, not just mimicry)
- Emotional Contagion: When we expose something personal that opens us to others' judgement.
- Turn shallow questions deep: Where do you work v What was your fav job? Are you married v Tell me about your family? Where did you go to college v What was the best part of college for you? I'm sorry for your loss v What was your Dad like?
- Why did you do that v tell me about your decision process for that?
- Seek first to understand then be understood

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