

Created By: Aila Malik
Mountain View Challenge Team
January 8, 2014

SCIENCE OF RELATIONSHIP BUILDING

BASED ON “CLICK” THE MAGIC OF INSTANT CONNECTIONS” BY
ORI AND ROM BRAFMAN

Exercise: Describe a relationship where you just “clicked” with someone.

What was that like?

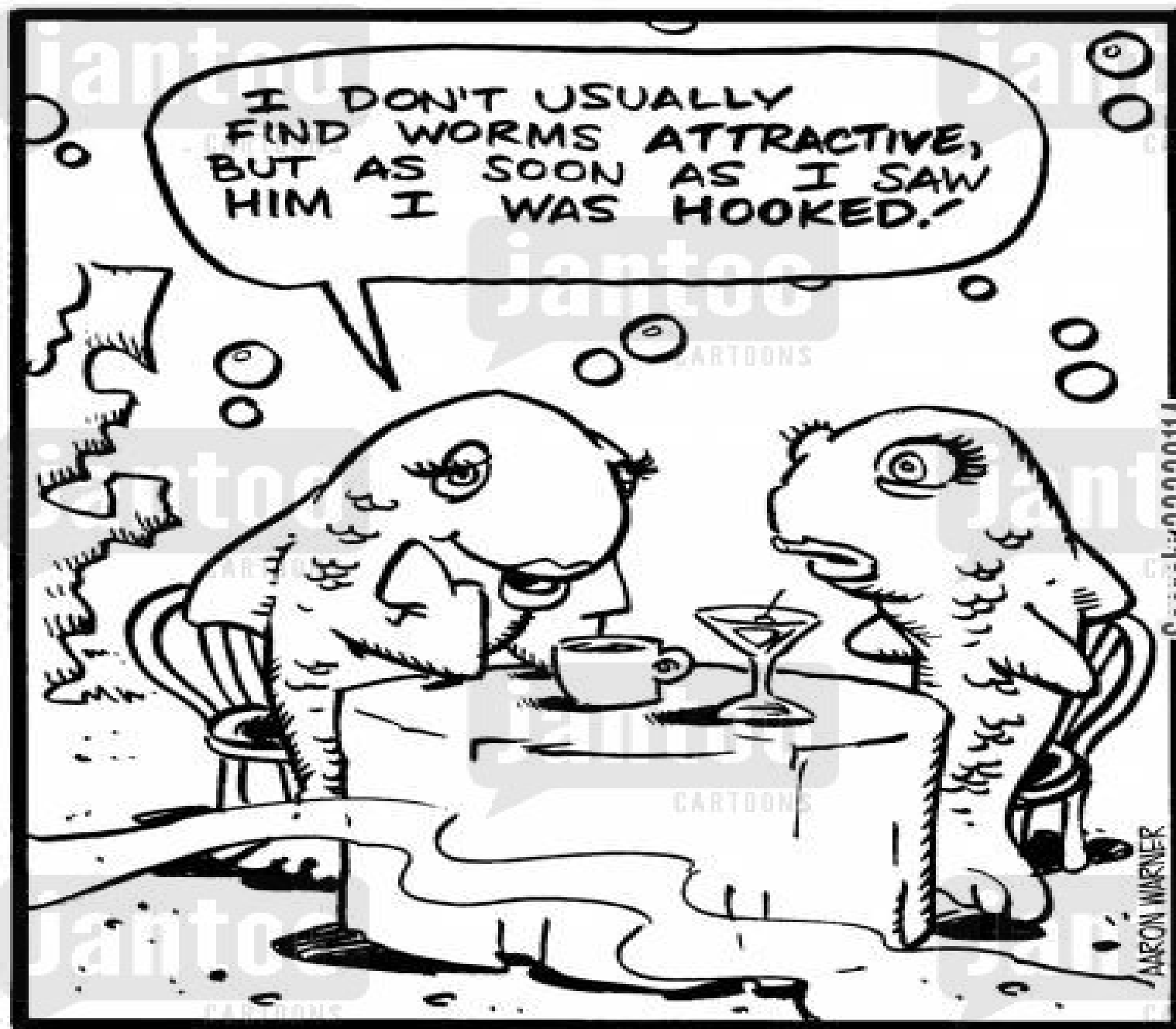
How did it happen?

High Quality Relationship* = Commonality +
Passion

*Assuming healthy relations/behaviors

“WE JUST ‘CLICKED’”

- Quick-set intimacy
 - Euphoric state (magical)
 - Permanently alters the fundamental nature of the relationship
 - Elevate our own personalities
 - Increased passion—recounting the “clicking” story can invoke nearly identical levels of passion and identity



Search: 33330114

WHY DO WE CLICK?

- Click Accelerators
 - Vulnerability
 - Proximity
 - Resonance
 - Similarity
 - Safe Place

VULNERABILITY

- Puts oneself in emotional risk
- Creates empathy or reason to connect
- Vulnerability Language Scale
 - Phatic (social niceties)
 - Factual (basic bits of data)
 - Evaluative (reveals views or beliefs)
 - Gut-Level (reveals feelings)
 - Peak Statements (innermost feelings carrying the most risk in how others might respond)

BOTTOM LINE: Elevating the language from phatic to peak can create magical connections

PROXIMITY

- Exponential attraction (chances of clicking increase exponentially when we are closer to that person)
- Allows for spontaneous communication (relationships at work are nurtured, preserved, and managed)
- Physical cues and passive contacts are more frequent

BOTTOM LINE: Familiarity actually breeds regard

RESONANCE

- Being “in the zone”
- Overwhelming sense of connection to the environment—deepens the quality of interactions
- Created by two components
 - Flow = mastery of task and being adequately challenged (i.e. chess, racing, bball game, etc.)
 - Presence (physical vs transformative)

BOTTOM LINE: Resonance is contagious—we tend to match the emotions of those around us

SIMILARITY

- Quantity over quality (Byrne 1997 Study: 26 attribute likes and dislikes)
- In-group (SCU 2004 Study: Increased donations)
- Long-lasting effect (similarity is maintained through shared experiences)

BOTTOM LINE: Similarity can help facilitate a connection between strangers.



"It would never work out, Oog
— You worship rocks, and
I worship sticks."

SAFE PLACE

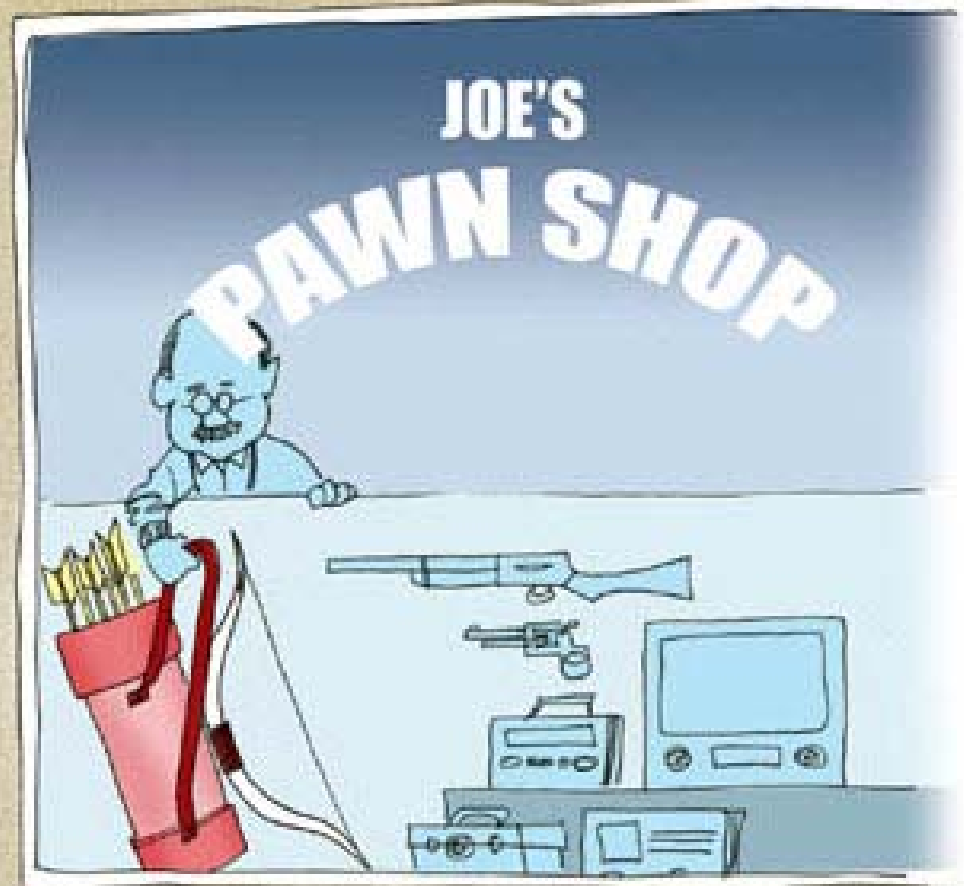
- Joint adversity—creates an intense emotional experience
- Framed community (i.e. sweat lodge, tribe/clan, men's group, etc.)

BOTTOM LINE: Conflict and close knit structures can deepen a relationship.

ARE YOU “CLICKING” WITH YOUR YOUTH?

- What are you doing to “accelerate the click” with youth in your sessions, at your schools, in your programs?
- What are you doing to help others “click” with each other?
- What could you be more present to in your relationship building through this framework?
 - Vulnerability
 - Proximity
 - Resonance
 - Similarity
 - Safe Place

A SIGN OF THE TIMES



VICHARVILLE
© 2000 Vicharville