

COMMUNICATION SKILLS FOR MANAGERS

5. PRINCIPLE OF MIRRORING

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Objectives of the presentation:

- Understand the principle of mirroring
- Understand the possibilities of using the principles of mirroring in managerial communication
- Learn the basic steps of dealing with a customer or employee

Presentation outline:

1. The principle of mirroring
2. Use of mirroring principles in managerial communication
3. Basic steps of negotiating with the counterparty

1. Principle of Mirroring

- Mirroring is a reflection of our consciousness - our unconscious beliefs, thoughts and attitudes.
- The outer world is a mirror that always reflects our inner state (what we see, hear, experience (what is happening in our outer world) is a representation of a deeper level of what is happening somewhere in our inner world).
- At first glance, we often see reflections that don't seem to be in line with our inner world and how we really feel inside. In fact, the truth about how we feel, how we perceive, and what our inner world is actually like is often either:
 - hidden;
 - we don't want to see it.

1. Principle of mirroring

- Mirroring is one of the so-called Neurolinguistic Programming techniques.
- NLP deals with the structure of each person's subjective world view and experience.
- NLP affects how we order what we see, hear and feel. We filter our environment using our cognitive senses.
- NLP can be considered a basic business technique.


1. Principle of mirroring

- Mirroring is the best way to self-discovery and personal growth. It is through mirroring that we can understand ourselves much better, discover our strengths and weaknesses, but also our wounds and inner pains that want to be healed.
- It is important to realize that every reflection we don't like points to an imbalance in our being from a particular situation in our past.
- But beware, the real truth of who we are is not only in the reflection, but also in the reaction to the reflection.
- Our true self is therefore made up of two levels:
 - our reflection in the mirror of the real world;
 - our reaction to the reflection.

1. Principle of mirroring

- Two clear typical examples:
 - I'm open, positive, loving, smiling;
 - I live in the belief that others are cheaters, liars and deceivers.
- One more complex (vague, hidden example):
 - even when I am nice to someone, they constantly reciprocate with aggression and rudeness. The reason?
 - he reads in me my unhealed trauma from my childhood, when I was bullied;
 - even though he treats me horribly, I can't resist him and reciprocate with the same coin;
 - he will treat me this way until I understand and heal this situation within myself.


2. Using the Principles of Mirroring in Managerial Communication

- A key element of managerial communication is building a relationship with the counterparty (customer or employee).
- The relationship with the counterparty must be based on an effort to make the counterparty feel good, i.e. it must be based on an atmosphere of trust and understanding (i.e. it is about finding a way to the other person).
- This will give the client:
 - relaxation;
 - openness (will be willing to confide more);
 - the necessary certainty  to convince the other party of the correctness of their decision.

2. Using the Principles of Mirroring in Managerial Communication

- The principle of mirroring is a basic way to establish a relationship with the other party.
- But here we have to extend the definition of mirroring. In communicative terms, the principle of mirroring has the meaning of a process in which one emotionally orients oneself to another, enters into resonance with them, into a common vibration, and tries to feel with them.
- Mirroring thus becomes evidence in communication:
 - understanding;
 - recognition and respect;
 - the expression of a desire for a significant reciprocal relationship;
 - the expression of a desire for understanding.
- All this is a very good basis for winning the affection of the other party.

2. Using the Principles of Mirroring in Managerial Communication

- People like those individuals who most resemble them (in appearance and behaviour).  Adapting to personal behaviour is therefore one of the most effective ways of subconsciously influencing customers.
- Basic rules:
 - only positive gestures should be imitated;
 - the mirroring principle is particularly successful when meeting a new client for the first time;
 - it is necessary to wait about one minute before deciding to apply mirroring.

2. Using the Principles of Mirroring in Managerial Communication

- The basic two elements of the mirroring principle:

1. body language;
2. voice work.

- These two elements can be divided into:

adjustment of breathing rate;

assuming a similar body position;

adaptation of word choice;

imitation of body language (gestures);

speech rate;

tone and pitch of voice;

mimicking facial expressions;

similar inferences on important topics.

2. Using the Principles of Mirroring in Managerial Communication

- Watch out for:
 - If the client is shy and withdrawn, the imitation method will not help much. In contact with a shy type of client, we should rather adopt an open attitude (we gain a feeling of trust and security in a shy client by being open, not by imitation).
 - Do not influence the client with cheap tricks of imitating posture. Only if the salesperson (manager) is really interested will his/her body language be authentic (the manager must really want to be at one with the other party, not just act it out) and the client will fully trust him/her (especially when dealing with an experienced counterparty, the mirroring principle needs to be implemented very sensitively and not naively and annoyingly).
 - Do not imitate negative gestures (nail biting, stuttering, tics, etc.).
 - Everything in moderation... If we overdo it with mirroring, we resort to a manipulative method lacking morality and pride.

2. Using the Principles of Mirroring in Managerial Communication

- The principle of mirroring is only one way to achieve the key element of managerial communication, which is to build a relationship with the counterparty.
- For a truly successful relationship with the counterpart, the mirroring principle must be complemented by other effects, such as:
 - smile;
 - openness;
 - positivity;
 - eye contact;
 - gentleness and calmness;
 - affection.

3. Basic Steps in Negotiating with the Counterparty

- Basic tactical steps how to deal with the customer in the application of Neurolinguistic Programming:
 1. creating a pleasant atmosphere (friendliness, fun - not intrusiveness);
 2. relaxation, leaving space for the other party (letting the other party talk);
 3. calmness, discretion;
 4. immediacy of answering the other party's questions in a clear and empathetic manner.
 5. Use the other side's vocabulary and terms when arguing (avoid misunderstandings);
 6. adherence to the direction of the objective of the negotiation.

3. Basic Steps in Negotiating with the Counterparty

- Final Tip:
 - It is advisable to observe regular pauses;
 - avoid "filler" words;
 - use written and visual cues.

Thank You for Your
Attention