

# Bridgeway to Success™

March 2010

---

**NOTHING  
REPLACES  
CONNECTING  
FACE-TO-FACE.**

---

## The Power of Personal Contact

There are more ways to communicate than ever before: blogs, tweets, webinars, wikis ... not to mention those old standbys such as email, IM and texting. The resulting opportunities are exciting and alluring. Yet we shouldn't forget the most powerful communication medium: the power of personal contact.

An unfortunate consequence of the growth of technology-based communications is that the skillful use of personal contact is declining. Here are a few ways to make sure your personal contact is powerful:

- 1) **Eye Contact.** Whenever conversing with a real person in real time make real good eye contact. It conveys that you value what they have to say, that you aren't open to distractions. Unsurprisingly, scanning email on your mobile, typing on your netbook or gazing off into the distance conveys just the opposite.
- 2) **100% Present.** Being 100% present refers to what's going on *behind* the eye contact. Give your full attention to each conversation. As the Zen saying goes, "Be here now." Engage the current reality to get the most from it *and* to give your most.
- 3) **Name the Name.** On a recent flight I sat next to Lou Holtz, a very successful college football coach and a master motivator. He must have said my name 20 times throughout our discussion. I know it's a common technique of building rapport and it still felt very good.
- 4) **Listen to the Heart.** Too often we take words at face value and don't look for the emotions behind the words. What is the person's heart saying? What is causing them to feel the way they do? What do they really want or need from the conversation?

It's about respect, caring and understanding. Relationships are as important as ever. Don't underestimate the power of personal contact.

Michael Canic