



CARM Reflections

SERIES:

RAPPORT
The Human Connection

This Edition: “Anonymity” and its affect on positive relationships”

Hello,

Welcome to this month’s e-news where we discuss Anonymity. This has been a hot topic for participants on our recent face to face training programs, here’s why...

Ever wondered why your nasty customers remain nasty or why people who you haven’t met before can be aggressive towards you? Making a connection with people is more important than you could ever imagine.

‘Anonymity’ or a lack of human connection can enable a person to disconnect emotionally from another person, and hence treat them poorly – even to the extent of causing them harm.

The BBC conducted a study that highlighted the pitfalls of “anonymity”. In the study there were a number of different test groups. All underwent a challenge in which 1 person had to stand before 5 other people and shoot others from this group with a paintball paint gun.

In the grouping of test subjects the “shooter” was always introduced to 2 people who would later be included amongst their 5 “target” subjects. The introductions were very brief.

At the time of their meeting no one was told of the activity that would follow nor of anybody’s subsequent roles. During the challenge, the shooters were suitably disguised so that their identities would remain unknown to everyone involved .

On **EVERY** occasion involving the test groups the “shooter’s” **NEVER** shot any of the people who they had been introduced to earlier, but willingly fired all their paint ball ammunition on all the other “target” subjects.

The study showed the power of the human connection and how a bond at even the most basic level makes it unlikely for one person to be harmed by the other person. **“Anonymity”** or a lack of human connection on the other hand, enabled one person to disconnect emotionally from them and hence treat them poorly – even to the point of causing them repeated bodily harm.

In similar studies in small towns versus large cities, it was always the large cities in which people are notoriously anonymous to each other where poorer human social behaviours existed.

In one study a letter was dropped near a mailbox symbolic of a person dropping a letter unawares. In the larger cities **EVERYONE** walked past the dropped envelope and did nothing. In the small country areas the **FIRST** person that walked past the dropped letter picked it up and placed it into the post box...**EVERYTIME**.

“Emerging as a “person” is the one thing that enables positive social behaviours to be stimulated back into action”.

The Moral here is simply not to let “anonymity” define your relationship.

Have a proactive mindset that seeks to have others see you and connect with you as a **PERSON**. A simple handshake, with all its social significance, is a powerful symbol even on its own.....and although it seems counter-intuitive, this is even more critical when we are dealing with others whose behaviour is one of disagreement and resistance. Emerging as a “person” is the one thing that enables positive social behaviours to be stimulated back into action.

Some points to remember:

- If we remain “anonymous” to others then it is easier for them to display hostile behaviours towards us. Alternatively once a connection has been made (however brief) it is less likely or more difficult to display hostility.
- Next time you deal with a difficult person make sure you try to establish a connection with them - experience the difference!
- The first step in communicating counter-intuitively is **RAPPORT**. This step is critical to your ability to impact on the outcome. A simple handshake can often make a huge difference!

The CARM Team

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**When outcomes
are critical**



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