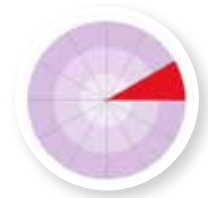


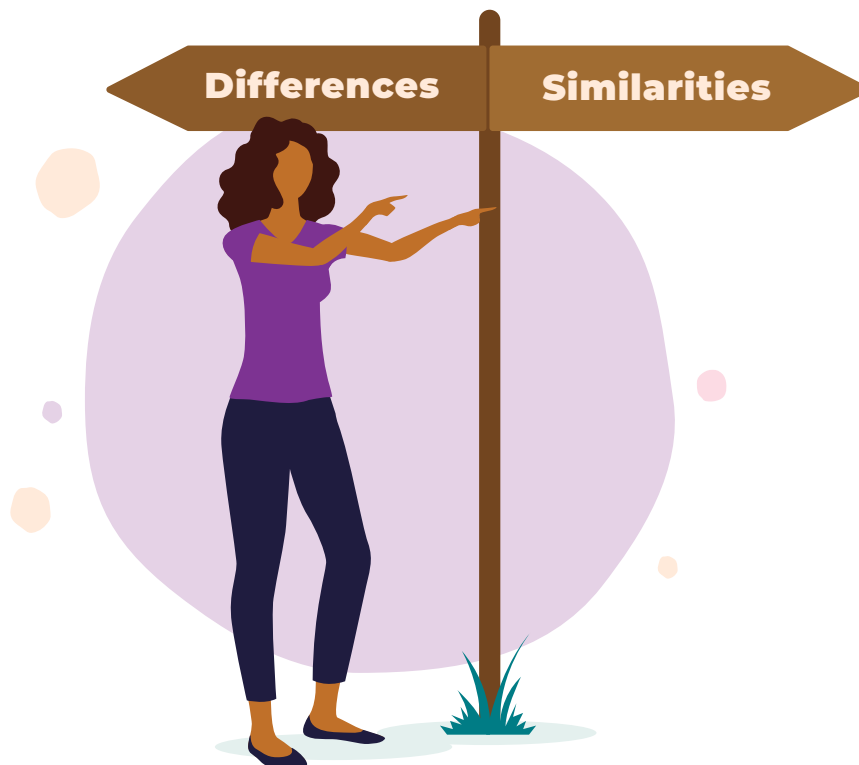
CONNECT

# Emphasizing Similarities



Emphasizing similarities is one of the Connect style behaviors in the Sphere of Influence 360°.

If you're willing to see the similarities between yourself and your conversation partners, we guarantee you will find them. This means that having the RIGHT MINDSET is critical to developing this behavior.



**“The way to go from discord to harmony is to go from concentrating on differences to concentrating on similarities.”**

**- Tony Robbins**

## Exercise: Focus on similarities

To make sure your mind is set on finding similarities, you can:

- Write **“emphasizing similarities”** on a sticky note and put it somewhere visible.
- Remind yourself to focus on similarities before you go into a meeting.
- Take a prop that symbolizes this focus to meetings (e.g., a pen or keychain). Keep it in front of you, so you have a visual reminder during the meeting.

Remember: emphasizing similarities is situated on the relationship side of the Sphere of Influence 360°. It is NOT about agreeing on content (ideas, opinions or goals). It IS about highlighting shared interests, needs, and wishes.

## Example Sentences: Point out similarities

What can you do when you discover shared interests, needs, or wishes during conversations? Express them!! Here are a few example sentences that can get you started.



## Evaluation:

How did your attempt to emphasize similarities work out?

☐

1

☐

2

☐

3

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4

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5

What did you learn? What insights did you gain?

What went well? What would you repeat?

What can you do to improve your performance?

What is your next step?