The First 60 Seconds:

7 Ways to Establish Rapport with Your Audience

1. **Compliment them**
   Acknowledge what’s special about who they are, what they’ve achieved, why they’re here.

2. **Identify with them**
   Talk about something you have in common, or that you’ve all experienced.

3. **Tell them a funny story**
   But make sure it’s relevant to the occasion, or to their interests or experiences.

4. **Address their immediate concerns, fears, or expectations**
   If you know there’s something on their minds, jump right in and talk about it to relieve the tension.

5. **Acknowledge some difference or problem between you and them (if appropriate!)**
   Make it funny or serious, but get it out in the open to relieve the tension.

6. **Describe an interesting story you just read or experienced – or a movie or TV show you just saw—to introduce your main theme**
   The idea is to make yourself seem human and willing to share interesting experiences.

7. **Share your real-time feelings about the place, the occasion, or events that have just taken place**
   The audience always appreciates your ability to express thoughts and feelings spontaneously – to prove you are not just a talking head.

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**Marie Danziger**
Lecturer in Public Policy
marie_danziger@harvard.edu
617-495-2686

HKS Communications Program
www.hkscommunicationsprogram.org
Twitter: @hkscommprog