

The Seven Principles That Cause People to Like Each Other

The 7 Principles of Bonding

(Miller Templeton: miltemp@mindspring.com)

Sociologists & psychologists have had a grand time figuring out "Why people like each other". Seven principles seem fundamental. The first one is an ATTITUDE; the other 6 are BEHAVIORS. Dale Carnegie wrote about 6 of the principles in his best-seller "How to Win Friends and Influence People" in the 1930s. By the mid-1970s a 7th bonding principle (Self disclosure) had been discovered. Psychologist Manuel Smith writes about it in his book "When I say No, I Feel guilty". Here is a very brief outline of "The Seven Principles of Bonding":

- (1) **Be sincerely interested in other people.** Have "Unconditional Positive Regard" for everyone: Separate **the person** from **the behavior**.
- (2) **Smile** (= a non-verbal message that says "I'm approachable")
- (3) **"The Name"**
 - a. How to remember it: Keep name in short term memory (repeatedly say it out loud every 10 seconds or less) for a number of seconds approximately equal to your age in years. It will then transfer to the long-term memory
 - b. **Use name** in conversation = subconsciously puts you in category of "friends & family".
 - c. One's name is a psychological symbol that stands for the person; if you screw up the name, you "dis" the person.
- (4) Use **Self-Disclosure**, especially in 5, 6 & 7 below. Bonding is a 2-way street! Two people share themselves with each other through self-disclosure. ("Default Mode" of self disclosure = tack **your own answer** onto questions directed to another person. "I'm from Atlanta, Georgia. Where are you from?")
- (5) **Be a good listener** (Start with QUESTIONS - so you have something to listen to.) Listening to another person tells them "You are important to me." Good listening has 5 components. Use as many as possible:
 1. eye contact;
 2. interjection (Wow! Incredible! Super! No Way! Fabulous! No Kidding!) = a verbalization with no knowledge content.
 3. non-verbal signals (facial expression; body language; gestures);
 4. comment about what was just said (+ self disclosure);
 5. question about what was just said (+ self disclosure)
- (6) Talk in terms **of the other person's interests**.
 1. Find the interests through questions
 2. Avoid "interrogation" by:
 - a. Preceding your questions with self-disclosure ("I really like backpacking. What is your favorite leisure activity")
 - b. Follow a response (from the person you're talking with) with self disclosure + comment on the content before asking another question.
- (7) Make the other person feel important and do it sincerely: **Affirmation** (usually for an important accomplishment; self-disclose about how you FEEL about the accomplishment.)

ADDITIONAL THOUGHTS:

- **Avoid** “dissing” conversation: dis-agree, -count, -parage, -courage, -approve, -dain, -respect, -tort, -turb, -like, etc.)
- Use **Affirming** conversation:
 1. "You don't like me for my telling you what a wonderful person I am - you like me when I **affirm** what a wonderful person you are.
 2. We don't bond when we each tell "What a wonderful person I am" - we bond when we **affirm** what a wonderful person the other is.
- **BIG “Warning sign”** (IF no implicit or explicit permission is given): Conversation is NOT 50/50.
- **Introductions: ALWAYS** introduce people with their name AND **an interesting fact about them** - so subsequent conversation can flow more easily.

Why learning to bond is important

Knowing/Learning how to bond:

- 1 **ENDEARS** you to dates, date's parents, classmates, fellow members of clubs and organizations, **professors** - **ANYONE** you interact with, especially including your spouse or fiancée'.
2. Makes you come across as a **socially adroit person in social settings** (people milling around talking - like at receptions, parties, rush functions, generic social functions, before and after meetings, etc.), and (for college students) at **Career Fairs** and in **interviews**.
3. Increases the probability that **people will do what you want them to**. (A two-edged sword: works for both the scrupulous and unscrupulous.)
4. Starts you down the road to **true friendship**
5. Is the first step toward **finding your mate**.
6. **Is FUN**. It's fun both having friends and being a friend.

NOTE: Here are some scenarios where one should BE SURE to use the 7 Principles:

- when meeting someone whom you'd like to date (+ DURING A DATE)
- when meeting a date's parents
- when interacting with a professor/boss (or any "superior")
- **in an interview!!!**
- when persuading someone to join one's group
- when interacting with one's parents.
- when interacting with the members of a GROUP; when you are being a HOST
- when campaigning for an office or cause.
- when spending Quality Time with your spouse or fiancée'.

The longer you do bonding behavior, the stronger the bond becomes. The ability to successfully bond to other people is like a flame burning inside of you. The MORE of the principles you use and the BETTER & LONGER you use them, the brighter the flame becomes. BONDING is a skill that makes you more successful **in life**.

References

“How to Win Friends & Influence People” by Dale Carnegie; **Part Two**: “Six ways to make people like you”

“When I Say No, I Feel Guilty” by Manuel Smith; **Part five**: “Assertive Social conversation and Communication” (Self disclosure = **Bonding Principle** #4, because **self disclosure** is required in using Dale Carnegie’s principles # 4, 5 & 6)

“The Road Less Traveled” by Scott Peck; **Chapter II: “Love”** (This is hard reading; it’s written by a psychiatrist - but it’s really worth it. It’s about **bonding** with the person who will be your spouse.)