

IMPORTANCE OF NON-VERBAL COMMUNICATION IN BUILDING TRUST AND RAPPORT

SANUSI B.O. (PhD)

Department of Mass Communication
Redeemer's University Ede Osun, State, Nigeria
Sanusib@Run.Edu.Ng

&

DARE, TEMIDIRE OLUWAGBEMIGA

Department of Mass Communication
Redeemer's University Ede Osun, State, Nigeria
Daretemidiregbemiga@Gmail.Com
+2348162965665

Abstract

This article examines the Importance of nonverbal communication in building trust and rapport. An individual cannot survive without good communication skills. The basic purpose of communication is to get across the message limpidly and unequivocally. As we all know, communication can be divided into verbal communication and non-verbal communication. Nonverbal communication serves as a powerful means of conveying emotions, attitudes, and intentions. This paper describes the meaning of non-verbal communication and its importance to explore the non-verbal communication in building trust and rapport. This examination is a Descriptive and contextual research method. Findings showed that creating rapport at the beginning of a conversation with somebody will often make the outcome of the conversation more positive. It also showed that individuals seeking to improve their interpersonal relationships, as well as for professionals in various fields, such as sales, counseling, leadership, and customer service, where trust and rapport are paramount to success. It was concluded that nonverbal communication allows individuals create more authentic and meaningful interactions, ultimately strengthening trust and rapport in various personal and professional settings. Finally, in summary, non-verbal communication is a powerful tool that complements and enriches verbal communication, enabling individuals to connect on a deeper level, foster trust, and build strong rapport with others.

Keywords: Non-verbal communication, trust, rapport, Language, Society.

Introduction:

Communication is exchanged by the use of terms, speech, text, or other talents, such as contact, any type of sound, gestures, posture, etc. (Agnihotri N, 2022). In today's society, communication is crucial in all spheres of life. Since communication has such a broad reach, it has been thought of as a possible agent for human progress. The growth of any individual, community, state, or nation depends on communication advancement in all fields, including social, political, economic, and educational (Saurabh Anita 2013).

In every organization, effective communication is the key to success. A person needs effective communication skills to survive. The fundamental goal of communication is to clearly and concisely convey the message. Effective communication demands the participation of the interlocutors. To have effective communication, both the encoder and decoder must share the same priorities (Dash B. Bipin, 2013).

B. Dash Bipin (2013), A vital aspect of our life is communication. To express our ideas, thoughts, information, abilities, and emotions, we communicate in a variety of ways. The transmission of knowledge can occur verbally and nonverbally, despite the common misconception that communication is only about speech and sounds. Non-verbal communication is the sharing of information that doesn't use words but instead involves writing or employing techniques like touch (handshakes, hugs), body language, eye contact, physical appearance, etc. The interaction between two or more people without any spoken words is highly fascinating (Agnihotri N, 2022). Since it can be challenging to express thoughts, feelings, and other concepts through verbal communication alone, nonverbal communication in interpersonal communication plays a crucial role in enhancing, modifying, or denying the role of verbal behaviour (Samovar et al., 2000).

Literature Review

The primary form of communication is language and it represents the diversity of human cognitive capacities in both the personal and societal worlds. It enables the materialization of the development of each person's social consciousness and personal qualities (Farzaliyeva A. M. 2022). Language is a social phenomenon. On the one hand, language creates and develops a society; on the other hand, there can be no society without language. Science, technology, religion, ideology and culture are impossible without language, because language provides all the processes of human life and activity without exception. The relationship between language and society is also considered at levels such as language and people, speech and personality, language and classes and social groups of people (Batrijanovna N. G 2021).

The process through which various human contacts are enacted and developed is known as communication (from the Latin communion, meaning "message, transmission"). The primary natural method of concretizing each person's thoughts and desires during the communication process is verbal expression. Although verbal communication is the preferred method, non-verbal techniques for maximizing information transfer and influencing the listener, as well as their significance in communication, cannot be disregarded. Many aspects that affect communication should be considered, including the type of circumstance, the socioeconomic status of the participants, the arrangement of an oral text, non-verbal cues, etc. There are two sorts of communication: verbal and nonverbal. Verbal communication refers to the sharing of information through speech (Agnihotri N, 2022). A person can convey information not only through words, but also through non-verbal communication such as gestures, facial expressions, body posture, distance between conversations, etc. based on, we can say that it has been proven that we get most of our information about a person (around 80%) from non-verbal sources, and that we can get only 20% of general information from words (Batrijanovna N. G 2021).

Effectiveness of Communication

Effective communication is the ability to have a conversation with another person in an engaging way that is focused, consistent and offers value. Communicating effectively involves two or more people who can clearly express their intent and understand the focus or purpose of the conversation, while also allowing each person to get their point across (Lotus Buckner, 2023).

Effective communication is an essential aspect of human interaction, with both verbal and nonverbal elements playing crucial roles. While verbal communication involves the use of language and words, nonverbal communication encompasses facial expressions, gestures, body language, eye contact, tone of voice, and other subtle cues.

Effective communication lies at the core of successful interpersonal relationships, particularly when it comes to building trust and rapport. While verbal communication plays a crucial role in conveying thoughts and ideas, the significance of nonverbal communication in establishing trust and rapport cannot be underestimated. However, the specific ways in which nonverbal cues impact the trust-building process and the mechanisms through which they facilitate rapport remain inadequately explored and understood.

People must be able to engage with others effectively in order to articulate their requirements and comprehend the tasks or responsibilities assigned to them (Lotus Buckner, 2023).

Builds trust: Mutual trust can be developed by effective communication techniques, such as empathy, compassion, and dependable nonverbal communication patterns. Respect and trust can also be gained in this way.

Solves problems: People with strong communication abilities can find solutions to everyday problems. A more open and honest workplace results from people being able to voice their present concerns in a clear and concise manner thanks to good communication skills.

Demonstrates understanding: You can show that you comprehend the other person's point of view by developing your communication skills. Effective communication may increase productivity and help teams work towards a single objective, whether you're speaking with a manager or a coworker.

Helps to prevent conflict: Effective communicators possess the abilities needed to avoid or settle disputes. Teams can do this to overcome obstacles to productivity, move projects along more quickly, and boost morale among staff members.

This paper serves as an introduction to the significant impact that nonverbal cues has a role in communication, fosters trust and rapport in human communication and looks at how it only builds trust identified but effectively guide us in building rapport.

The Concept of Nonverbal Communication

Madella & Wharton 2023 stated that in linguistics, the field of nonverbal communication is called kinesics. Non-verbal stimuli in a communication situation that are produced by the source (the speaker) and how that source uses the surroundings are considered to be part of

non-verbal communication (Samovar et al.). Basically, it involves communicating without the use of verbal codes (words) in a number of methods. It's both purposeful and accidental. Non-verbal language can be divided into two main categories: messages generated by the environment as a whole (such as time, space, and quiet).

According to LI.jie group (2009), non-verbal communication also includes body language, which is defined as facial expressions and gestures as well as temperature, colour, fragrance, utensils, clothing, time, and space. Thus, non-verbal communication has such a broad range, substance that is appreciable across academic disciplines, and also helps to facilitate verbal communication that it cannot be referred to as non-verbal communication. The adage "Action Speaks Louder Than Words" is often used. People's actions frequently speak louder than their words, according to Bovee et al. (2004). In actuality, most people can trick others considerably more readily with their words than with their physical appearance. Body language, facial emotions, and vocal tics are difficult to control; words are very simple. Due to the reliability of nonverbal communication, people frequently place more trust in these than in verbal messages. By observing these, you can identify deception or confirm a speaker's honesty. You can then respond appropriately by deciphering their underlying attitudes and intention. Business Jargon said that, in contrast to verbal communication, nonverbal communication aids in the development and maintenance of interpersonal connections. People communicate nonverbally to show their personalities, execute greeting rituals, and express their emotions and interpersonal attitudes.

People communicate more effectively when they use nonverbal cues like signals and facial expressions to supplement their verbal exchanges with additional meaning. It supports whatever expressed verbally, such as when people nod in agreement and gesture with their hands to offer instructions (Business Jargon).nonverbal communication serves as a powerful means of conveying emotions, attitudes, and intentions. In interpersonal relationships, the ability to interpret and utilize nonverbal cues can profoundly impact the level of trust and rapport established between parties. Non-verbal communication can also be seen as the distance between the communicators and helps them to exchange their emotional state of mind. Nonverbal signals are a particularly important mode of communications Wood J.A (2006)

Importance of nonverbal communication

Since nonverbal cues are frequently what people perceive first when they interact with others, they are important. It is crucial to the study of international communication since most nonverbal activity speaks a universal language. In India, America, or any country in Europe, expressions like a smile, a tear, laughter, or a frown typically have comparable connotations. Here are some key reasons why non-verbal communication is essential in fostering trust and rapport:

Establishing Authenticity: Non-verbal cues can reveal a person's true feelings and emotions, which are often difficult to hide through words alone. When individuals display genuine emotions and reactions, it creates a sense of authenticity, making them appear more trustworthy and approachable.

Emotional Connection: Non-verbal communication enhances emotional connection. For instance, a warm smile, friendly eye contact, or a reassuring touch can convey empathy and compassion, fostering a stronger bond between people.

Understanding Unspoken Messages: Non-verbal cues often convey unspoken messages that complement or contradict verbal communication. People can quickly assess if someone is being honest or sincere by paying attention to their body language and facial expressions.

Building Empathy: Non-verbal cues help individuals pick up on subtle emotional cues from others. By being attuned to these signals, individuals can demonstrate empathy and understanding, which are essential for building rapport.

Facilitating Active Listening: Active listening involves not just hearing the words, but also interpreting the underlying emotions and intentions. Non-verbal cues provide valuable context and aid in better understanding the speaker's message.

Enhancing Communication Effectiveness: Non-verbal cues add depth and richness to communication. For example, hand gestures can clarify points, while variations in tone can convey enthusiasm or seriousness. This enhances the overall effectiveness of the message.

Building Positive Impressions: First impressions are crucial in establishing trust. Non-verbal cues often create lasting impressions even before a conversation begins. A firm handshake, good posture, and maintaining eye contact can all contribute to a positive initial impression.

Cultural Sensitivity: Non-verbal cues can vary significantly across cultures. Being aware of and sensitive to these cultural differences can help avoid misunderstandings and improve cross-cultural communication, thereby strengthening trust between individuals from different backgrounds.

Conflict Resolution: In challenging situations, non-verbal communication can ease tension and help to de-escalate conflicts. Open body language and calm facial expressions can signal a willingness to listen and find common ground.

Consistency and Trustworthiness: When verbal and non-verbal cues align, it reinforces the message's credibility and the speaker's trustworthiness. Inconsistencies between the two can lead to doubt and erode trust.

Types of nonverbal communication

Nonverbal signs using the eyes, facial expressions, such as spreading and protesting, raising eyebrows in amazement, a lively or frozen look, a look that expresses approval and protest - all of these are nonverbal communication. The expressions of the fingers of the hand show, closing the mouth with the hand (amazement, fear, when uttering an accidental impossible statement, revealing a secret), relaxation, hands on the waist, resting on the head, back, chastise so a nonverbal transmission of thought.

We can include national-ethnic means, cultural-ethnic means in the non-linguistic means, which are the internal factor of communication. The kinetic manifestations of non-linguistic factors (cultural ethnic means) may encompass several paradigms.

Building Trust and Rapport

Rapport

According to Tickle-Degnen and Rosenthal (1987), rapport is a dyadic-level construct made up of shared interest, a positive attitude, and coordinated behaviour. On how well a team as a whole works, rapport is crucial. In both our personal and professional life, rapport is crucial. When there is a stronger bond and understanding between the parties, personal relationships are simpler to form and grow. When we first meet someone, we begin attempting to establish a rapport. Small chat is a means of trying to connect with others and create that shared relationship, whether you like it or not. This connection is crucial because we all tend to seek out "people like us." For instance, research has shown that effective communication and total worker satisfaction go hand in hand Morrison RL (2009).

Relationship harmony, also known as rapport, is the feeling of "clicking" or "having chemistry" with another person. Rosenthal R., and Tickle-Degnen L. (1990). A connection or interaction with another person is known as rapport. It could be described as a harmonic condition of understanding with another person or group. To establish that connection with someone else, one must first build rapport. By matching the other person's non-verbal cues, such as body language, eye contact, facial expressions, and tone of voice, we can establish and maintain rapport.

Creating that connection is done through developing rapport. It is typically founded on shared viewpoints or experiences, including a sense of humour. The most crucial time to establish rapport is usually at the beginning of an acquaintanceship or professional partnership. However, the rapport established might endure for many years. Given that professional work is collaborative and that groups often do better than individuals, 1990's Argyle M. Building a rapport with someone who is quite similar to you or who has many of your interests is considerably simpler. You have topics to discuss and common ground. Also, you both share a common frame of reference. This makes establishing a rapport and communicating in general much simpler. Building rapport is often done non-verbally and through other forms of communication.

Using nonverbal communication to establish rapport and trust

Salespeople can increase the level of trust they have with prospects and customers by using body language, which can be just as effective as spoken words (Helinski Jessica). When considering non-verbal communication, the adage "It is not what you say, it is how you say it" comes to mind. When working with clients, it's especially crucial to consider how we communicate non-verbally, which includes our voice quality, eye contact, facial expression, hand gestures, and body position (Edwards M. 2019). Each term's definition and how it relates to personal training are given below.

Body Expression

Using right body language is crucial. We interpret body language and take it at its value, but we may need more convincing when it comes to verbal communication. The person we are

speaking to will take our body language more seriously if it contradicts what we are saying. So, the first step in developing rapport is using the right body language. This typically entails being hospitable, loose, and open (skill you need). Show off amiable body language, such as smiling, nodding, and waving. According to Bernieri FJ et al. (1997), show a welcoming, warm, and open posture to your coworker by leaning in their direction, facing them, or keeping your arms free. Rosenthal R. & Tickle-Degnen L, (1990).

Eye Contact

According to studies, people like each other better when they are able to see one other's eyes. In order to establish rapport, try to make eye contact with them 70 to 80 percent of the time. According to Reeder, the ideal eye contact period is 7 to 10 seconds. Making eye contact not only promotes mutual trust but also demonstrates active listening (Helinski Jessica). Make lots of eye contact, but watch out not to frighten them off (skill you require). People appreciate knowing they have your full attention. When you glance away or down frequently, people/clients can perceive that you are either not totally there or lack confidence. Maintaining open, cordial eye contact demonstrates your interest in your client's viewpoint as well as your focus and self-assurance (Edwards M. 2019).

Facial Expression

When someone is speaking to you, nod and make supportive noises and gestures. You have to constantly be sincere. Your clients can tell when you're being sincere by your face expression. Your facial expression should reflect your feelings of concern, contemplation, and happiness. For instance, it could be perplexing for the client if you say, "Nice to meet you," while frowning or acting uninterested. Despite the fact that your words are encouraging, your expression does not reflect this. During conversation, make engaging facial gestures like a smile and warm eye contact, according to Rosenthal and Tickle-Degnen (1990).

Mirroring

The practice of mirroring involves replicating another person's speech and body language. You might have noticed that during a pleasant conversation, people discreetly (and frequently unintentionally) emulate each other's actions. By consciously mimicking their body language, you can establish rapport and win their trust. Lean in if they're leaning forward, for instance, or mimic their hand gestures if they're gesturing with their hands. This should be done organically and subtly. The last thing you want to do is to embarrass or make the other person feel uncomfortable by making fun of them. It takes practice to become an expert mirror. When done properly, mirroring fosters good emotions and contributes to the transmission of feelings of trust. Making the other person feel like we are just like them is the aim. It will be simpler to subconsciously build trust as a result.

Voice Quality

When communicating with a client, your voice's quality or tone is extremely important. Your clients need to be able to trust that you are competent and capable of guiding them, therefore you never want to come out as timid or uncertain. Your voice should convey clarity and assurance (skills you need). The way we speak also plays a role in establishing rapport. We often speak more quickly when we are tense or anxious. You can come off as more anxious as a result of this. To make what we are saying more interesting, we often change our voices, pitch, volume, and tempo, but this also affects how we come across. Consider dropping your

voice and speaking more quietly and gently. In fact, doing so will make it simpler for you to establish rapport (Edwards, 2019).

Hand Gestures

Through the use of hand gestures, certain people can communicate in a very dynamic or expressive way. Frenetic, twitchy, or sudden hand motions might offend clients or divert their attention. When working with clients, it's crucial to keep calm, smooth hand gestures.

Body Position

Your body language when talking with clients should convey assurance, receptivity, and focus. Slouching and crossing your arms, for instance, can create the appearance of being worn out, unconfident, or even uninterested. Your body acts as a representation of your job as a fitness professional, thus maintaining proper posture and a professional demeanor is essential.

Been Polite and Honest

Be courteous, avoid criticism, and give compliments. Recognize when you're wrong or don't have the answer. Being truthful is always the best strategy, and owning up to mistakes will promote trust. Be understanding of the other person. Get rid of any prejudices or prior notions you may have about the person. Openly express your agreement with the other person and provide a justification. Early in the conversation, address the other individual by name. In addition to being considered courteous, this will help you remember the name and make it less likely that you will forget it. Keeping a cordial close relationship and remaining in a coworker's personal or social space Bernieri FJ et al (1997).

Statement of the problem

The ability to establish trust and rapport is crucial in any human interaction, be it personal or professional. While verbal communication plays a central role in conveying ideas and information, nonverbal communication complements and enhances the overall message. The problem lies in the widespread underestimation of the impact of nonverbal cues in building trust and rapport between individuals. The modern world is increasingly interconnected, relying heavily on digital platforms and remote interactions. As a result, people often overlook the essential role of nonverbal cues, such as facial expressions, gestures, posture, eye contact, and tone of voice, which are instrumental in conveying emotions, intentions, and authenticity. Failing to recognize and utilize these nonverbal elements can lead to misunderstandings, misinterpretations, and barriers in the establishment of trust and rapport. Moreover, cultural differences further complicate the nonverbal communication landscape. Gestures and expressions that are acceptable in one culture might be perceived differently or even offensively in another. The lack of awareness and sensitivity towards these nuances can hinder trust-building efforts in diverse settings. In both personal relationships and professional environments, the absence of effective nonverbal communication can lead to:

Mistrust: When nonverbal cues are incongruent with spoken words, it creates a sense of dishonesty and inconsistency, eroding trust between individuals.

Miscommunication: Nonverbal cues can convey emotions and attitudes that words alone might fail to express. Neglecting these cues can lead to misunderstandings and hinder effective communication.

Limited Rapport: Nonverbal communication is instrumental in fostering emotional connections and establishing rapport. Without these cues, connections may feel superficial, hindering meaningful relationships.

Reduced Empathy: Nonverbal communication, such as empathetic facial expressions and body language, plays a vital role in conveying compassion and understanding. Its absence may lead to a lack of empathy in interactions.

Many people find it stressful to strike up a conversation with a total stranger. We could be speechless and uneasy in our manners and body language. There are also certain hurdles to nonverbal communication, such as awkward silences, odd body language, and inconsistent facial expressions, which make it harder to interpret. Effective communication can occasionally be hindered by nonverbal cues since the recipient might not grasp what the sender is attempting to convey or might misinterpret it.

Methods

We explore the significance of nonverbal communication in establishing trust and rapport in this article through descriptive research and a contextual approach.

Theoretical frame work

Communication Model: In the 1960s, psychologist Albert Mehrabian proposed a model suggesting that only a small portion of communication is conveyed through words. According to his research, 7% of the message is conveyed through words, 38% through vocal tone, pitch, and other paralinguistic elements, and a significant 55% through facial expressions, gestures, posture, and other nonverbal cues. This theory emphasizes the dominant role of nonverbal cues in shaping how messages are perceived and understood by others.

It is crucial to note that these percentages only apply to situations where the communication is focused on conveying emotions (specifically, when the verbal and nonverbal cues are inconsistent).

A lesson we can draw from this research is that we need to pay attention to far more than just the words others are using when we communicate with them. Similarly, we should also be aware of what we communicate to others through our tone and body language, not just our words. We convey huge amounts of information this way. As leaders and managers, it's important that we understand what we're communicating and that we try and communicate intentionally.

The Dual-Coded Communication Theory

The Dual-Coded Communication Theory posits that communication occurs through two distinct channels: verbal and nonverbal. Developed by Allan Pease and others (1971), this theory suggests that while verbal communication carries the explicit content of the message, nonverbal cues provide additional layers of information that shape how the message is

interpreted and received. These nonverbal cues include facial expressions, gestures, posture, eye contact, and tone of voice. The Dual-Coded Communication Theory emphasizes the symbiotic relationship between verbal and nonverbal communication. Nonverbal cues are instrumental in building trust and rapport because they provide emotional depth, authenticity, and additional layers of information that enrich the communication experience. When verbal and nonverbal messages are congruent, individuals are more likely to feel understood, connected, and confident in the relationship, leading to the establishment of trust and rapport.

Findings

The findings from this study can have practical implications for individuals seeking to improve their interpersonal relationships, as well as for professionals in various fields, such as sales, counseling, leadership, and customer service, where trust and rapport are paramount to success. Moreover, understanding the nuances of nonverbal communication across cultures can lead to more inclusive and empathetic interactions in a globalized world. Overall, this investigation intends to emphasize the necessity of recognizing and leveraging nonverbal cues as a powerful tool in establishing and maintaining trust and rapport in diverse social contexts.

The study also discovered that building rapport at the start of a conversation with a stranger often results in a more favourable outcome. The first thing you must attempt to do, no matter how anxious or stressed you may feel, is to try to unwind and calm down. Relationship building and communication are made easier as the situation's stress is reduced.

Conclusion

Building rapport and trust between people depends heavily on nonverbal communication. While non-verbal communication covers different indicators sent through body language, facial expressions, gestures, eye contact, tone of voice, and other non-linguistic factors, verbal communication requires the use of words.

To address some of this problem found, there is a need to raise awareness about the importance of nonverbal communication in building trust and rapport. Strategies and training programs should be developed to help individuals recognize, interpret, and utilize nonverbal cues effectively. Additionally, fostering a culture of open communication and empathy can further enhance the impact of nonverbal communication in establishing genuine connections. Acknowledging the significance of nonverbal communication and integrating them with verbal communication, it can allow individuals create more authentic and meaningful interactions, ultimately strengthening trust and rapport in various personal and professional settings.

By understanding the impact of nonverbal cues, individuals can become more adept at fostering genuine connections, promoting mutual understanding, and ultimately improving the quality of their relationships with others.

In summary, non-verbal communication is a powerful tool that complements and enriches verbal communication, enabling individuals to connect on a deeper level, foster trust, and build strong rapport with others. By being mindful of non-verbal cues and using them

effectively, individuals can enhance their interpersonal relationships both personally and professionally.

References

- Agnihotri N. (2022). Nonverbal communication, *ResearchGate*, DOI : 10.4018/978-1-6684-5897-6.ch18
- Argyle M (1990). The biological basis of rapport. *Psychol Inq*1:297–300
- Becton. L, (2023). Dual Coding Theory: The Complete Guide for Teachers <https://www.educationcorner.com/dual-coding-theory/>
- Bernieri FJ, Gillis J. S, David JM, Grahe J. E (1997). Dyad rapport and the accuracy of its judgment across situations: a lens model of analysis. *J Pers Soc Psychol* 71(1):110–129
- Bovee C. L & Thill J. V. (2004). *Business communication Today*. New Delhi: Pearson Education. Fourth Edition.
- Business Jargon <https://businessjargons.com/non-verbal-communication.html>
- Edwards M. (2019). How to establish rapport with nonverbal communication <https://www.acefitness.org/fitness-certifications/ace-answers/exam-preparation-blog/3181/how-to-establish-rapport-with-non-verbal-communication/>
- Farzaliyeva A. M. (2022). The Ways of Motivation of Effectiveness of Verbal and Non-Verbal Communication. *International Journal of Innovative Technologies in Social Science*. 4(36). Doi: 10.31435/rsglobal_ijitss/30122022/7937
- Helinski J, nonverbal communication tips to build trust, *salesfuel* <https://salesfuel.com/nonverbal-communication-tips-build-trust/>
- LI, JIE GROUP. (2002). *Non-verbal communication studies*. Beijing: Peking university press.
- Lotus B. (2023), What Is Effective Communication? (With Benefits and Tips). Indeed career guide. <https://www.indeed.com/career-advice/career-development/effective-communication>
- Madella P & Wharton T (2023). Non-verbal communication and context: multi-modality in interaction1 *ResearchGate*
- Morrison RL (2009). Are women tending and befriending in the workplace? Gender differences in the relationship between workplace friendships and organizational outcomes. *Sex Roles* 60(1–2):1–13
- SAMOVAR, A.L.; E.R. PORTER & A.L. STEFANI (2000). *Communication between cultures*. Beijing: foreign language teaching and research press
- Skillsyouneed, Building Rapport: Effective communication. <https://www.skillsyouneed.com/ips/rapport.html>
- Social engineer blog, Nonverbal communication- A valuable tools to gain trust, 2021 <https://www.social-engineer.org/social-engineering/nonverbal-communication-a-valuable-tool-to-gain-trust/>
- Tickle-Degnen, L., & Rosenthal, R. (1987). Group rapport and nonverbal behavior. In C. Hendrick (Ed.), *Group processes and intergroup relations* (pp. 113–136). Sage.
- Tickle-Degnen L, Rosenthal R (1990). The nature of rapport and its nonverbal correlates. *Psychol Inq* 1(4):285–293
- Wood J. A, (2006). NLP REVISITED: NONVERBAL COMMUNICATIONS AND SIGNALS OF TRUSTWORTHINESS, *Journal of Personal Selling and Sales Management* ·DOI: 10.2753/PSS0885-3134260206