

THE FOUR LAWS OF CONNECTION

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**How to Communicate
at the Highest Level**

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Chapter 2

The Four Laws of Connection



Connection is the key to success in relationships, in business, and in life. Nothing happens without a conversation. The most important part of any connection is a conversation and the most important part of a conversation is a question. These are the basic parts of making a connection. Connections are more important than anyone is telling you. Connections create professional and personal relationships and if you do not understand the laws of connection you will never know how to succeed.

I was a counselor for over 25 years and I did behavioral health and mental health counseling as well as pastoral counseling for many of those years. One thing I noticed was that some of the therapists could connect with the patients and some could not. Some built very meaningful trust connections with clients while others remained very surface.

You can see this in the social world as well in nightclubs and parties. Some people connect while others are off by themselves. Even in office environments some co-workers connect

and enhance their working relationship while others stay in their office and isolate themselves. Connection is not a mystery but it is vital to your success in life.

Numerous studies have been done about social interaction and the pattern of connecting. Being in the mental health world for many years I learned a great deal about therapeutic connections and building therapeutic trust. There is a pattern for healthy relationship building and connection. I call it the four laws of connection.

Here are the four laws of connection and how each one will get you closer to meaningful relationships both personally and professionally....

- › The Law of Interest
- › The Law of Broken-Down Walls
- › The Law of Servanthood
- › The Law of Belonging

I will use a counseling session that I had to demonstrate how these four laws work in real time so that you can better understand the pattern for connecting with others. I was scheduled to do an in-home session with a family that was struggling with their teenage son. As I walked in the home I saw two therapists sitting at the kitchen table with the teenage boy. No one was talking and mom was on the couch with her arms crossed looking irritated and a stiff tension filled the air. I knew something was not right.

Immediately I told the two therapists that I would be talking with mom to try and break the ice. So I sat down and began to engage with the mother feeling her resistance right away. I immediately initiated the first law of connection, the law of interest. I found something in the room that was inspiring and I picked the couch. I said, "Where did you get this amazing couch? I bet you got it on wayfair.com." I began to show interest in her decorating skills. Mom began to smile and said, "Yes, how did you know?"

From there we were off to the races. People naturally want to talk about themselves. So the first step in the pattern of connecting with them is to talk about what they like. Showing interest makes someone feel like they matter, like they are the most important person in

the world. Shared passion is the best conversation and connection starter. When you hit their passion button they begin to forget about why they were even angry in the first place.

When you begin to talk about the passion of the person that you are attempting to connect with they will come to life. So mom and I began to talk about her decorating skills but I still needed to remember that this was a counseling session for her son so I didn't need to get carried away.



I moved to law number two, the law of broken-down walls. Mom still seemed to display a little resistance when I began asking her about her son and how the sessions were going. But I shifted the whole session by asking one simple question. I asked her, "Have you had any bad experiences with counselors in the past?" The floodgates opened. All of her anger and emotion was pouring out of her as she talked about the last counselor that she had and how offended she was at how her family was treated.

The walls were falling with every sentence she spoke. What did I do? I looked for pain. I looked for where she had been dropped and hurt. You're not going to build strong emotional connection only talking about inspiration and good things. Some of the strongest connections are built around discussing pain and trauma. The closest people in the office are the ones who connect over how bad they think things are.

It is just human nature. You have to GO THERE! Once those walls are broken down you can assure the person that you are not going to give them the same experience and that they can trust that you will protect them as well. Assure them of confidentiality and watch the walls come down. This is one of the most powerful steps to meaningful connections. Now mom was ready to engage more in the sessions because she had dealt with the wound that was created by a bad experience.

Now I moved to step number three in the pattern of connection. I activated the law of servanthood. Now I asked mom to do something for me. People are wired to serve and help each other. When you ask them to do something for you, now you have tapped into their desire to be needed. People want to feel needed. They want to feel like they matter and have something to offer another.

So I asked mom to do something for me. I said, "What are you cooking for dinner?" She said, "I am making some posole soup." I said, "it smells so good." I said, "you need to make me some posole soup some time." She lit up and said, "I would love to." Our connection went to the next level. I asked her to do something for me. That is why marketing works all over the world. Watch these commercials and see how they make the person feel like they are getting the greatest opportunity ever.

We hear things like, "But wait, there's more." Or "Act in the next 20 minutes and you get a second "whatever it is" completely free, you just pay the cost of shipping." These are psychological tricks that make the person think they are getting a great opportunity. The law of servanthood works the same way. When you ask them to do something for you, you are giving them an opportunity to connect and to serve. People love that! There are two key words when asking the question. The word YOU and ME. You and ME denotes exclusivity and intimacy (special information). So when you say, "You have to do that for me some time", they feel like they just made a friend and confidant.

But we are not finished with the connection pattern just yet. There is one more step. Now that I have shown interest, broken down walls, and asked her to do something for me, I can move to the fourth law of connection, the law of belonging. What is the law of belonging? This is where you invite the person to do something together.

For example, after I asked mom to make me the soup I said, "Since your son loves video games so much let's set up a tour of the video game company up the road. We will go together and make it a field trip." Now I activated the law of belonging. Ask the person or

state that you both need to do something together. This created a sense of caring and agreement in the connection and takes it to the next level.

Mom said, "That is a great idea lets go ahead and schedule it and the connection with the family was made. I closed the session out and we joked a little about me getting my soup and the two therapists that were with me followed me out the door and once the door closed one of the asked me, "What the bleep was that?" I said, "What?" She responded, "I saw what you did in there and how you took a dead session and in just a few minutes had mom laughing and a field trip scheduled. How did you do that?" I explained the four laws of connection to her and lo and behold I was teaching it to the agency staff the next week.

Many of the staff used these steps in their own sessions and would tell me how incredibly it worked for them both personally and professionally. Whether you are at the grocery store or in Church learning these laws are vital to your progress both personally and professionally.

Let's repeat these laws again...

- The Law of Interest
- The Law of Broken-Down Walls
- The Law of Servanthood
- The Law of Belonging

Show interest in others. Don't always talk about yourself. The power of connecting is being able to find the value in other and discover the things that others value. Here are 7 ways you can show interest...

- Ask questions
- Compliment something
- Identify a gift
- Be a listener

- › Be present
- › Talk about their passion
- › Show gratitude

If you are experiencing resistance from the person you have probably run into something called an emotional block or what I call a wall. Helping someone break down those walls of intimidation and hurt is a powerful tool that can allow you to see real healing in the people around you. People cannot move on until they let go because they will judge every other opportunity by the bad experience that they had.

Hurt comes from broken trust and walls are built so that we don't experience the same hurt again. But until those walls are broken down meaningful relationship will be difficult. Having the opportunity to help someone work through that is an amazing feeling and it is so easy to do. All you have to do is listen. Here are seven types of walls to break down...

- › Wall of Offense
- › Wall of Pride
- › Wall of Unforgiveness
- › Wall of Anger
- › Wall of Rejection
- › Wall of Bitterness
- › Wall of Jealousy

Somebody did something to them to make them put up their defenses and a little compassion and the right question can help break those walls down. It can even be used for much lighter conversations and you can also skip the law of broken-down walls part of the equation if you're just casually trying to connect with someone. In that instance you would use the three laws of connection...

- › The Law of Interest
- › The Law of Servanthood
- › The Law of Belonging

For example in a much lighter way you can skip the Law of broke down walls as a way to not make the conversation too heavy. You may want to strike up a conversation at a party or social event. You run up on a person that you want to engage. You can use the law of interest to make a compliment about their jewelry and they may say they just got back from a trip to Colorado.



Then you begin to engage with them about their trip (Law of Interest). You ask them what was their favorite part of the trip and whether or not they brought anything else back. Then you pop the question and ask them to do something for you (Law of Servanthood). Say something like, “OMG you need to bring me one of those bracelets next time.” This makes the connection even more exciting.

Then you move to the next phase asking them to do something together (The Law of Belonging). Now this can kind of be made as a joke but you can say something like, “Let’s go to Colorado together some time. I’m down for a road trip!” This breaks the ice and now

you have created a connection that would've taken others weeks to create or even miss all together.

Connection is more important than anyone is saying. God recognizes connection not copies. For example a famous passage in the Bible about the seven sons of sceva found in Acts chapter 19 goes something like this, *"13 some jews who went around driving out evil spirits tried to invoke the name of the Lord Jesus over those who were demon possessed. They would say, "In the name of Jesus whom Paul preaches, I command you to come out." 14 Seven sons of Sceva, a Jewish chief priest were doing this. 15 One day the evil spirit answered, "Jesus I know, and Paul I know about, but who are you?" 16 Then the man who had the evil spirit jumped on them and overpowered them all. He gave them such a beating that they ran out of the house naked and bleeding."*

Now this sounds quite scary but it really happened historically. These men were copying what the Apostle Paul was doing when they tried to cast out a demon. The demon spoke out of the man and violently beat those trying to copy a prayer like formula. The demon said something very interesting. *"Jesus I know, Paul I know about, but who are you?"* They were saying we only respond to CONNECTION. Jesus we know and Paul is connected to Jesus but you are not connected to any of these so who are you. Even demons recognize you by your connections. They recognized the divine chain of command by connection not copycats. Even spiritual beings recognize the power of connection.



How is a connection different from an attachment? As discussed earlier, attachments always mean someone is being dragged like a truck drags a trailer. Connections are both powered. Meaning they both have their own power source.

Look for connections and you will be well on your way to mastering conversation. Connections make conversation easy. I heard a speaker say one day, “communication must be seen as “commYOUunication”. Always use “YOU” more than you use “I” and “Me”. Therapists say that people in mental hospitals use the words “I” and “Me” 1200% more than those not in mental hospitals.

Using “you” in a conversation makes the other person feel important. Instead of saying, “I’m so hungry”, try saying, “What are you hungry for?” “You” connects much quicker than “I” or “Me”. Instead of saying, “Nice dress”, try saying, “You look amazing in that dress.” The impact will be quite noticeable.

Pray with me

Father thank you for the four laws of connection. Help me to utilize these powerful tools to build meaningful and lasting connections in Jesus Name Amen!