

# **OBSERVING, SHARING, ASKING (OSA)**

What do you think? How much time would **YOU** need to connect to an absolute stranger, engage him into a good conversation and create an ambiance which makes him feel familiar and comfortable with **YOU**?

Here is a brief anecdote about a guy we'll like to name Ethan.

Ethan is a reserved man of few words, who works as an electronic engineer for a well respected company that develops electronic sensors. He likes his job. Also his personal life is wonderful, because he has a lot of good friends around him who are fun.

Though Ethan is a friendly guy, his reserved and shy attitude made it difficult for him to approach strangers and this had a negative impact on his dating life, as well. So Ethan started taking coaching sessions and got learn about a powerful conversation starter tool, which put him in the position to connect to absolute strangers, engage them into good conversations and create an ambiance which makes those he approach feel familiar and comfortable with him within just 60 seconds!

The approach technique Ethan learned is called OSA (Observing, Sharing and Asking). The effectiveness of OSA lies in its genuineness, simplicity, and instinktiveness.

To illustrate, here is an example of a typical Ethan-Approach, before he learned about OSA. The scenario is at a bus stop. A stranger comes running to join Ethan at the bus stop:

**Ethan:** “Hello”

**Stranger:** “Hi”

(Silence breaks in and after approx. 40 seconds ...)

**Ethan:** “How is your day going?”

**Stranger:** “Good, and you?”

**Ethan:** “I’m good.”

Silence breaks in again, but this time Ethan cannot break it anymore, because (1) he is a man of few words and is not leading the conversation and (2) the stranger is not giving out any topic of Ethan’s interest. They are not familiar with each other, after all. After a minute of silence the stranger takes a few steps away from Ethan, pulls out his mobile phone, calls his friend and talks to him until the bus arrives.

Now, here is an example of an Ethan-Approach with the OSA technique. The scenario is the same. The stranger comes running to join Ethan at the bus stop:

**Ethan:** “Man, you’re lucky! The bus is late.” (Observation. Man is came running, because he is late)

**Stranger:** “Thanks.”

**Ethan:** “You are welcome. I often wish they’ll synchronize the bus and

train schedules with each other. Then we'll have a good chance of getting the bus when the train is late and vice versa. Where are you heading to?" (Sharing and Asking. Ethan shared his opinion about the bus schedule and asked a question)"

**Stranger:** "I have to be in XY at 2pm. I'm with you concerning the schedule synchronization."

**Ethan:** "You like the idea? I guess I'll sell it to the town planners (laughing)"

**Stranger:** "Remember me when you get rich with it (laughing). My name is John."

**Ethan:** "I'm Ethan. Nice to meet you, John..."

...

At this point of the conversation both parties can talk about almost anything and Ethan can lead the conversation, because the stranger is open for conversation.

In the second example Ethan (1) saved all formalities and started a conversation right away. This made it easy for the stranger to join in. (2) the direct approach gave neither Ethan the time to think of being shy and reserved nor the stranger the time to decide whether he wants to talk to Ethan or not. And the stranger is bound to give out a topic of Ethan's interest.

Here is a little word of caution! In some countries or regions, it may be regarded as impolite or even rude to approach a stranger like Ethan did in the second example - Straightforward and without formalities. Thus, in such cases, discernment is required. Assume Ethan happens to be in such a country or region and the person he is approaching is older than Ethan is. Ethan would have to tailor his approach to the custom of his region and his approach could look like this:

**Ethan:** “Good day, Sir. You have arrived on time. The bus is late.”

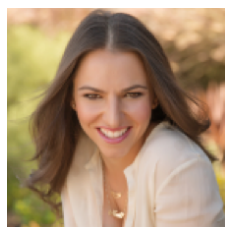
**Stranger:** “Thank you.”

**Ethan:** “You are welcome (Sir). I often wish they’ll synchronize...”

Do not linger around formalities. Keep them to the least necessary then go straight to OSA.

The principle OSA follows is this: You can only give what you have and you get what you give. You can only talk about what you know, what you have seen or you have heard. And others will talk to you when you talk to them.

Anyone (shy or confident) can learn and apply the approaching technique, OSA. It is simple, genuine and effective. And can be adapted to (almost) any situation, due to its flexibility.



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