



Stanford eCorner

Collaboration Between Those Who Click

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Video URL: <http://ecorner.stanford.edu/videos/2711/Collaboration-Between-Those-Who-Click>

Author Ori Brafman describes behaviors of good "clickers," those individuals skilled in making instant connections with others. Brafman relates two studies, one focusing on MBA students, and the other on members of a string quartet, that reveal insights about interaction between "clickers": 1) They show greater support for colleagues, and 2) They create more conflict, but deal with it head-on.



Transcript

There's a study that look to the bunch of MBA students and the categorized the MBA students into two sectors. One were people who naturally clicked and the other were just people who knew each other, who were just classmates. And they separated them out and put them in little small groups and they got them to do a couple of tests. The first was to a bunch of blocks. They have to arrange them in different ways - very menial in purpose, very boring. And the second one was they have to evaluate application essays. And what they did is they then compare the application essays to how the admissions committees score them. How the clinical professionals did. What they found was, time and again, the people who clicked had a very different tenor, in terms of their interactions. They're actually much more effective.

They build more blocks. They build them better. They were more accurate and they were much better at the admissions application essay. And the researchers found that there were two elements of difference. The first element was that the clickers would more naturally cheerlead each other and more supportive. It was just kind of a more positive environment that they were in. And the second element was that there was actually more conflict with the people who clicked. And this part is completely counter-intuitive, right? You think that if someone's clicking, if they're so in love, everything is going to be rosy for the rest of their lives. And this is where the studies really shed a light into an element of these relationships. A group of researchers from England looked at string quartet and what it is.

They asked the string quartets were the people naturally click with each other. And then, what they did is they measured how many recording contracts Link Quartets had? How much they charge for their concerts? Right? Two huge elements because by the time you are professional string quartet player, you're on the top of your game. And what they found was that again, the clicking string quartets had more conflict. Now, the conflict actually directly resulted in the string quartets having higher paying gigs, being more successful, getting more recording contracts. And here is why? Let's say you're in a string quartet where you're basically not natural clickers but you just get along decently. And first violin decides to play a Beethoven piece in one way, second violin wants to play it in a different way. So they're professionals, they talked about it, and he says "You know, John, I want to play this way." "Well, Eric, I want to play a different way." That's nice. At the end of the day what they often times do is they brush the conflict under the rug. And when it's actually performance time, the first and second violins aren't agreeing on an interpretation. With the clicking quartets, what you had is they actually took conflict head on.

They actually went there and by going there by having those honest conversations-mixed with that intimacy that they had because they like each other already-you had a better performing crowd.