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Chip Heath, professor of organizational behavior at the Stanford Graduate School of Business, describes research where strangers were brought much closer, emotionally, simply by having them ask each other a series of increasingly personal questions. Heath, co-author of the book "The Power of Moments," says the study shows how "we're only 45 minutes away from really close connections" with the people around us.



## Transcript

- One of the tools that we found in connection is there's a very interesting social psychologist named Art Aaron, and he went through a procedure, he created a procedure to bond people and make them best of friends in 45 minutes.. And so you take two randomly selected undergrads and they go into a room and they start answering questions.. And the first questions are simple.. Do you ever sing in the shower? Yeah, I do that.. If you could have lunch with anybody in the world, who would you have lunch with and why? And so the questions start out easy but 15 minutes later there's another envelope of questions and you start drawing from the envelope and the questions are a little bit deeper.. The third 15 minutes segment, you draw up questions like, if you were to die today what would you regret not having said to someone, and why haven't you said it? And so this two randomly selected undergrads are going through this process of gradually revealing more and more of themselves and if you ask them after 45 minutes in this exercise you say how close do you feel to this person that you just met 45 minutes ago? And you compare their responses on the scale to another group of students who are asked to rate the most powerful, closest relationship in their lives.. And so people in another sample are rating their best friend since high school, their mom, you know, their significant other, people that have just met each other for 45 minutes score about a third of the way into the distribution of the most powerful relationships that people have in the other sample.. And I find that remarkable.. Is what is says is that we're only 45 minutes away from really close connections with lots of people in our lives but what we never do in my situations is take that step of getting beyond the weather, getting beyond the sports, getting beyond to something more meaningful..