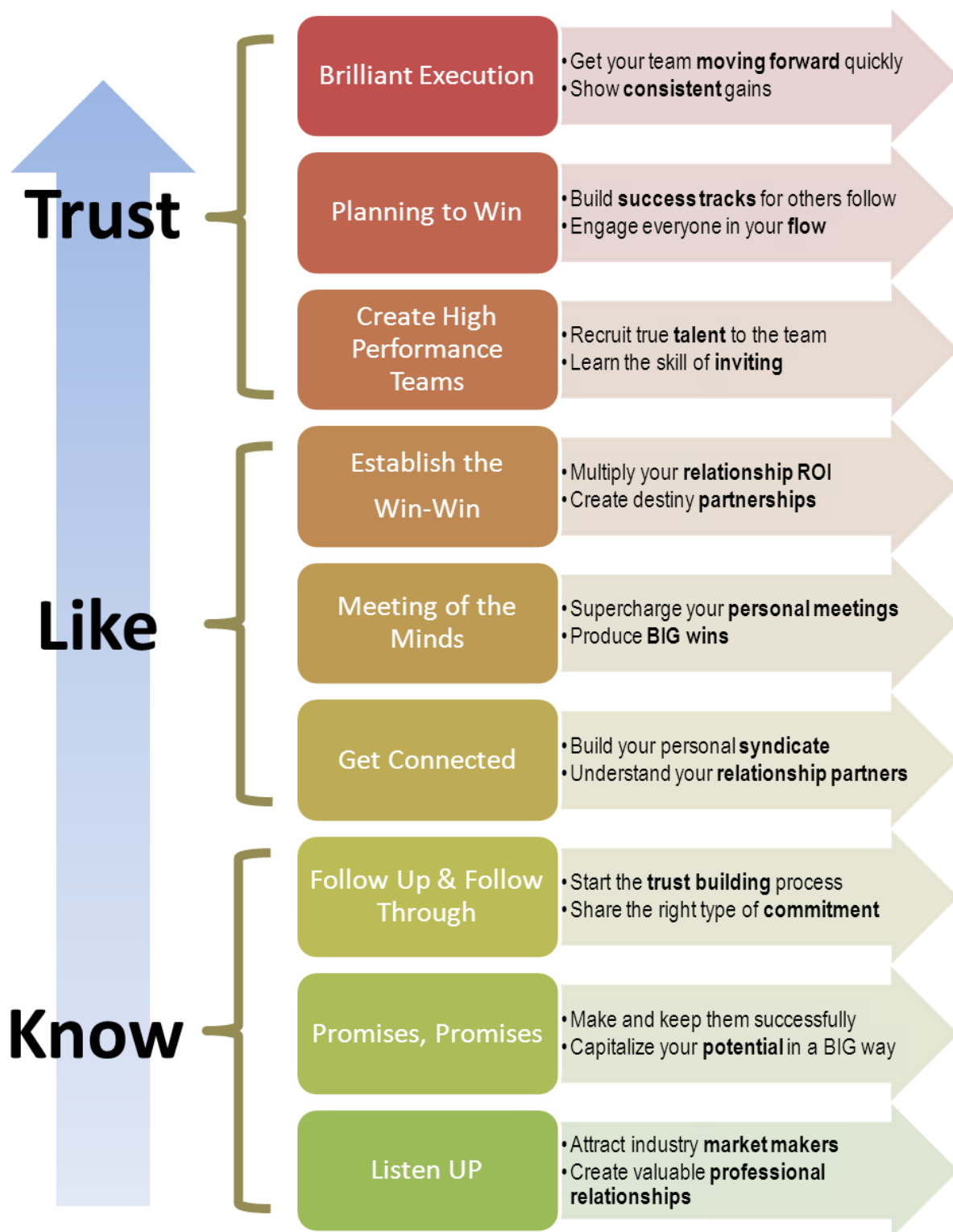


9 Steps to Relationship Mastery: The Ladder to Professional Success



Step 1 – Listen, UP!

This powerful program is designed to teach you everything that you need to **listen your way into phenomenal success with big time movers and shakers right away.** Begin the process of creating enormously rewarding professional relationships now.

Step 2 – Promises, Promises

Finding it difficult to get the right people on your side? **Making commitments and keeping them is the key to winning in any business relationship** but are the right people committing to you and your success? Let us show you the masterful techniques that will have even the most influential begging to work with you.

Step 3 – Follow Up & Follow Through

The best and most appropriate follow up techniques win the attention of prospects, referral sources and employers. Don't you want to know some of the latest techniques and strategies that will keep them coming back?

Step 4 – Get Connected

Building a high powered syndicate of your own doesn't take time. It takes proven strategy. Stop waiting for opportunities to fall from the sky and let us show you how to make meaningful connections that last.

Step 5 – Meeting of the Minds

If you are NOT having brilliant personal meetings that produce big wins consistently with your clients, employers or referral partners, you are wasting too much time and money. What are you waiting for? Register for this one right now.

Step 6 - Establish Win-Win Relationships

Are you really helping those that should also be helping you? Prove it! This program will teach you how to start

getting back what you put into your professional relationships. We've got some established techniques that make sure that givers really do gain.

Step 7- Create High Performance Teams

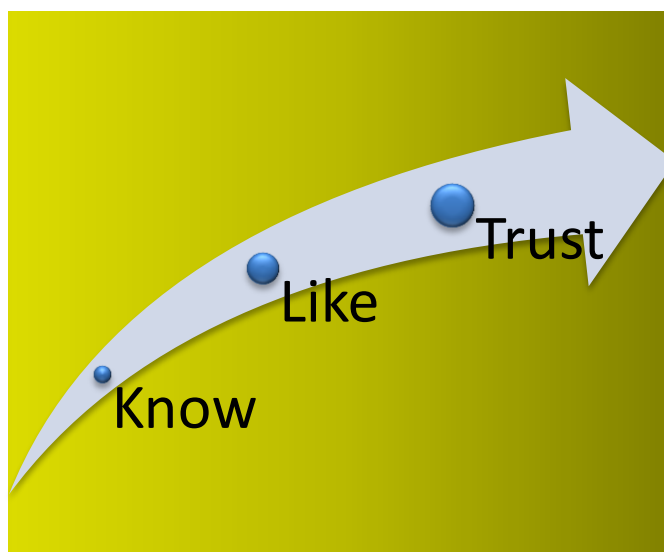
Do you have the right people on your team? Here's a tip. **If you are not experiencing tremendous growth, you are working with the wrong people!** Let's get together and learn how to cut the zeros and find the heroes that you should be with on a regular basis.

Step 8 – Planning to Win

Success doesn't happen by accident. In fact, the most successful are so accomplished because they are prepared. What does your **well written brilliantly articulated plan say that you should be doing about your professional relationships?** You may be headed for an extremely costly separation.

Step 9 – Brilliant Execution

Well, school is officially back in and it time to go to work! By now, you've got some great plans but do you have what it takes to implement them. Let us show you what the best of the best do every day to keep closing in on success. The teams that are focused on winning consistently do it easily.



Listen UP! 12 Listening Skills to Create Effective Professional Relationships

Listening is the most important relationship building tool. No matter where you are on the relationship continuum, skilled active listening will take you to the next level.

Great listeners help people feel comfortable and they get to know an awful lot. This skill helps them in every human endeavor. To get the most out of your business relationships, you'll need to:

Become a Maven Whisperer

- Listen to people with promise
- Become a character hunter
- Get permission to proceed
- Know where NOT to waste your time

Ask and Shut Up

- Become a masterful inquisitor
- Show interest if you want to be interesting
- Use the FORM method of conversation (BIG Talk)

Make Them Feel It

- They must talk about what's important to them
- Create Engagement with stimulating questions
- Learn to assess interest
- Deal with the implications and benefits of important issues

Win the Intelligence Game

- Do all of your homework
- Sharpen up on the needs of market makers and their suppliers
- Use every relationship that you have to help
- Figure out what relationships you need

Practice All Around Hearing

- Listen to marketing info
- What key words are used
- What's the appropriate love language
- The best style of communications

Jump in First

- Someone has to escalate a relationship; take charge and lead
- Ask questions that allow you to share deeply held beliefs
- Inquire how others feel about similar situations

Inspirational Quotes about Listening

"The greatest compliment that was ever paid me was when one asked me what I thought, and attended to my answer."

— Henry David Thoreau

"A good listener is not only popular everywhere, but after a while he gets to know something."

— Wilson Mizner

"Seek first to understand, then to be understood."

— Stephen R. Covey

7 Habits of Highly Effective People

- Be courageously vulnerable

Practice Deep Listening

- Use the Heart , Mind, Body and Soul approach
- What do they really care about
- What relationships will make the difference
- Who are the best in the businesses
- How well do they know industry leaders
- What can they do or learn to become better
- What are the deepest held beliefs and values about business

Establish Powerful Changes in Perspective

- What makes them winners in their world
- What are their greatest strengths
- How do they differentiate themselves from their competitors
- What made them credible

Usher In Peace, Clarity and Comfort Quickly

- Practice speed dating
- Ask what they understood you to say
- Set meaningful agendas
- Use the art of reflective questioning about feelings

Cultivate Existing Partnerships

- Re-approach talented friends and connections
- Create reason to stay connected using social media

Make Strong Connections

- Ask about ideas that you love
- Share your thoughts about what you care about
- Remember it's all about the reveal (no teasing)

Produce Collaborative Leadership Success

- Model good listening behavior
- Set the tone for your team
- Connect heart to heart, NOT boss to team

The Big Ideas

- No emotion, no relationship, no growth
- Questions rule!
- Who you listen to matters
- Stay in sync with KLT*
- Have conversation, NOT presentation
- Listen for commonalities
- Make soulful connections
- Seriously, shut up

***Know, Like and Trust**

Exercises to help you win

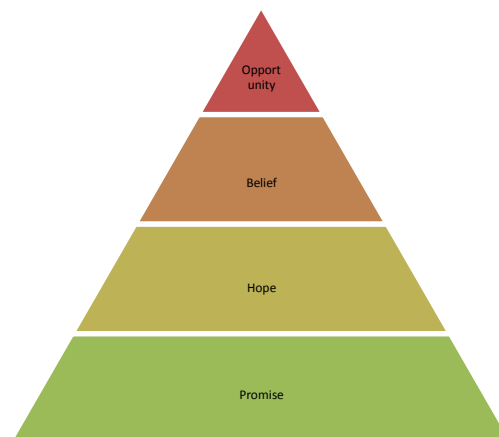
- Write out three questions that when asked will help you **know** someone else professionally. Do the same thing for **like** and **trust**.
- Use the **TrueVOICE™** interview strategy at least 10 times on people that you already trust professionally
- Identify 5-10 **media specialists** that have the ear of your target markets (think journalists, bloggers, PR people, publicists) and start doing reflective listening posts with engaging questions
- Ask your 5 of your **trusted friends** or to give you some honest feedback on your listening skills. Make sure that they have your permission to be brutal if need be. Then get ready to really listen
- Name 5 **professionals** that you know so well that you can speak confidently about their highest values and principles. Now go talk to them!

Promises, Promises: 13 Ideas for Winning with Promise

Finding it difficult to get the right people on your side? Making commitments and keeping them is the key to winning in any professional relationship, but are the right people committing to you and your success? Let us show you the techniques that will have even the most influential begging to work with you.

OK, I know that this sounds like some kind of big hairy deal. That's because it is! There's no getting around the fact that big results follow big initiatives. Big promises that are kept make everything happen. Think about it. If there were no promises made, would you have anything, any real relationships? How could you trust anything? In fact if you substitute the word relationship for civilization into Agar's quote below, you'll have a real understanding of what I mean.

The very definition of the word promise says it all. It's both a **declaration of assurance** that one will do something and/or an **indication of something favorable to come**. The promise pyramid really puts it all into perspective. And, the key ideas and rules below represent the truths about promise and promises that will help you become mega successful in building professional relationships. I guarantee it!



13 Keys to Win Big with Promise

- A well-made promise causes two things happen: you set an expectation (hope) and you create an obligation (duty).
- You must know what you can guarantee to professional relationships.
- Promise is often discovered because someone was looking for it. Can you recruit well?
- The hope of others turns into belief only when the promises are fulfilled.
- We naturally associate positive feelings with those that meet and exceed our expectations.
- Sharing anything of value with someone else creates promise.
- Mutually accepted promises are agreements.
- A promise is the evidence of caring.
- Promises often kept are the proof of integrity.
- Be perceived as someone with promise to people that count.
- Correctly shared, your talent, time and attention are more valuable than money.
- Today more than ever, a promises executed carry more personal weight.
- A promise has no substance unless it is carried out.

Big Ideas

- The road to real opportunity begins with promise
- Sharing that which has value is the greatest gift of all
- Time and talent are both substantive matters
- Belief is created
- Hope is inspired
- A promise kept is caring demonstrated
- There is no future without promise

9 Unbreakable Rules of Promise

- Promises help us to conceive of a future possibility.
- Consistently find people that need and want that which you can share easily and you will always have believers.
- With clarity of articulation and discipline of execution commitments can be appreciated
- When you share your rationale for committing to a course of action, your competence becomes obvious.
- If you have a system in place to make and capitalize on the execution of your promises you can measure the ROI.
- Be careful to be authentic in your concerned action and you will reap the benefit of trust.
- Promises must be executed quickly or reputation is damaged.
- Delayed promises create skepticism.
- Making promises in the midst of passion or dread has the same negative outcome.

Exercises to Build Your Promise

- Schedule and conduct interviews with people that have been important to you in your past. Ask them what they feel that they can count on you for? What do they know that you can and will do well?
- Write out your process for handling professional obligations. Make it a system that you can easily duplicate and follow.
- Start making and keeping small easy promises to yourself. Write these ideas in your daily journal and keep regular tabs on activity made toward them. How is your integrity growing?
- Create a list of valuable promises that you can make in exchange for something that you need. What is of value to you right now?
- Ask mavens or potential referral partners how they would describe someone with promise in your field. How do you match up to their expectations? What changes should be made to highlight your strengths or differential advantages?
- Ask professional relationship partners what they expect out of people in whom they have a high amount of trust?
- Ask people in your close network today to define integrity for you. Discuss what it means to them today and how they see it demonstrated most often.
- Write the names of ten people in your field that have promise in your eyes. Why is this so? How are you better?

Great Quotes on Promises

"Civilization rests on a set of promises; if the promises are broken too often, the civilization dies, no matter how rich it may be, or how mechanically clever. Hope and faith depend on the promises; if hope and faith go, everything goes."

- Herbert Agar-pulitzer prize winning author and historian

"Promises are the uniquely human way of ordering the future, making it predictable and reliable to the extent that this is humanly possible."

- Hannah Arendt- a famous German-Jewish writer, The Origins of Totalitarianism

"He is poor indeed that can promise nothing."

- Thomas Fuller-famous English architect

"Half the promises people say were never kept, were never made."

- Edgar Watson Howe- American author and editor

"Promises are like crying babies in a theater, they should be carried out at once."

- Norman Vincent Peale

"He loses his thanks who promises and delays."

- Proverb

Follow Up & Follow Through: 2 Ideas That Shook the World

The best and most appropriate follow up techniques win the attention of prospects, referral sources and employers. It's an absolute deliberate communications process that increases effectiveness and enhances the chance of success. Follow up not only gets projects moving forward but it helps to set the tone for all future activities. I can't imagine any relationship really existing without it.



It's a tragedy when two professionals can't figure out how to successfully coordinate working together to their mutual success. People spend amazingly large amounts of time on the perfect elevator speech. They learn to engage in brilliant small talk. But often, there is no plan about what to do if someone is actually interested in them or their offering. They may be too new in their industry or just ineffective at sales or relationship building. In the final analysis, it's all about the follow up.

If follow up initiates projects, relationships and initiatives then follow through keeps things on track to sustainability. It keeps your mutual value proposition in focus and binds the relationship potential. Without the discipline to keep on pushing through obstacles along the way nothing really gets done. When there is no follow through in professional relationships not only is promise abandoned; hope is easily diminished. The unfinished business may leave permanent scars in someone's ability to carry on or to even try again. Bottom line, people feel let down and little lost.

Master networkers prevent all of the aforementioned damage with appropriate follow up and brilliant follow through consistently.

Great Quotes

"You have to have confidence in your ability, and then be tough enough to follow through."

- Rosalynn Carter

"Those who are blessed with the most talent don't necessarily outperform everyone else. It's the people with follow-through who excel."

- Mary Kay Ash founded Mary Kay Cosmetics (1963). b.1915)

"It was character that got us out of bed, commitment that moved us into action, and discipline that enabled us to follow through."

~ Zig Ziglar

"Success comes from taking the initiative and following up... persisting... eloquently expressing the depth of your love"

- Anthony Robbins

Master Follow Up and Follow Through Rules

- Deliberate **consistent communication**: it increases effectiveness and enhances the chance of success
- Ask **leading questions**: this will spark interest and keep conversations focused
- Follow up on proposals to **keep momentum** and top of mind
- Don't **avoid or procrastinate EVER!**
- Proper follow up will **match the concern**
- Always **make and keep promises**
- Follow through all the way: **commit to the end**
- Develop a reputation for **finishing well**

Big Ideas

- *Commitment RULES!*
- *There's no match for superior preparation*
- *Fair is NOT equal*
- *Take charge of expectations*
- *If it hurts stop*
- *Act exactly like you care*

Follow Up and Follow Through Exercises

- Pre plan your follow up activities. Write out no more than 5 brief letters that you can use to share meaningful content to your connections. These must be emails followed up with handwritten cards or gifts. Be sure to add engaging questions that inspire dialogue and more reasons to follow up.
- Create 3-5 leading questions that help to turn the attention of discussions back in your direction. A business advisor might ask, "What was the best business advice that you've gotten and actually used?" or "What did you like most about working with your last business consultant?"
- Create separate email distribution lists for people that are in different phases of relationship with you. Remember not to treat them all the same. Fair is not equal.
- Schedule time for follow up after every meeting or engagement and then keep setting up meetings or phone conferences until everyone wins. Don't give up!
- Make sure that your follow up procedure matches the concern or interest of your client or prospect. Use social media group invitations.
- Give yourself an integrity boost by making a commitment to change something important for yourself and then follow through with yourself every day. If you promise to do something and you must; promise something relevant. Then do it! Schedule time and develop the resources to make commitments and honor them.
- Set personal rewards for yourself when you follow through on a big commitment. It will give you something to look forward to. Don't you deserve something special?
- Chronicle your exploits in a personal journal or daily planner.
- Try to celebrate your successes with others. Tell the story of how you overcame obstacles and avoided peril along the journey.

Get Connected: 7 Strategies that Make It Happen

Ok, so you're new in town. You call your friend Maggie to have lunch and re-connect. It happens that your friend Maggie is working for Bill, the CEO of the marketing firm where Maggie is the creative director. Maggie decides unbeknownst to you to bring Bill along to your lunch meeting and here you are. It doesn't take long before you realize that with a simple word from Bill to some of his colleagues and connections you could become a made-guy in this town, someone that others would consider for serious career and business opportunities. In this moment you could develop the most important professional relationship that you will ever have. Doing well here could jump start your entire life! What do you do?

If you are like most people, you have panicked under the pressure of more than one opportunity just like this. Maybe you've met someone casually at a conference or seminar that you wish you could have approached with some better ideas or engaged in meaningful dialogue with.

No matter what, we all know that life is much easier when you have and maintain the right connections. Being closely associated with people that have the influence or power to make meaningful things happen for you provides a confidence boosting safety net around all of your professional activities. Your professional goals quickly by providing access to resources you may not be familiar with. They can guide you and shape your experience in a unique and special way. Bottom line, it literally pays to have friends!



relationships can help you achieve your

7 Strategies to Connect With

Be the quarterback

- You're in charge! It's your idea, your concept, your responsibility to nurture
- Be the first to declare interest and engage
- Many of us abdicate this far too soon

Evaluate people that you know

- The key is to be really interested
- Connect using social media
- Look for new relationship opportunities
- Try the GAINS conversation

BIG Ideas

- *Never abdicate your responsibility*
- *Always be prepared for maven talk*
- *Make Pereto principle social media posts*
- *Speak your truth*
- *Focus on consistency*
- *You have to get you*
- *Feedback is critical*
- *Never quit improving your relationship*

Know what you like about you

- You must find ways to express your true self
- Take the TrueVOICE™ survey
- Let people know who you really are (change if you must!)

Look for interest bridges

- Plan special moments
- Suggest books tapes and lectures
- Get to intimate fast, with permission
- Get feedback

Never stop doing it

- Always set the next date
- Remember quality inside of quantity
- Keep the relationship fresh
- Reputation is built with consistency
- Celebrate your relationship

Be careful what you pay for

- You can buy connections but not friendships
- People don't respond to bribes well (time is much more valuable)

Know the real benefits

- It reduces social and emotional risk
- Also reduces loneliness and anxiety

Exercises to Connect

For existing associates

Discuss who they think that you should connect with based on what they know about you. Explore ways you can work together to make the new connections happen. Put an execution plan in place and get it done!

Find out what they like best about you and why. Ask for suggestions about leveraging your personal brand.

For new connections

Find out what you have in common. Get to know their favorite things and why.

Write down everything you like about people that you really connect with. Share these secrets with them.

Ask how you may be able to use your personal brand to help them.

Favorite Connection Quotes

"When you ask people what it is like being part of a great team, what is most striking is the meaningfulness of the experience. People talk about being part of something larger than themselves, of being connected, of being generative. It becomes quite clear that, for many, their experiences as part of truly great teams stand out as singular periods of life lived to the fullest." - Peter Senge

"To be successful, you have to be able to relate to people; they have to be satisfied with your personality to be able to do business with you and to build a relationship of mutual trust"

-George Ross

"No distance of place or lapse of time can lessen the friendship of those who are throughout persuaded of each other's worth" -Robert Southey.

"The best things in life are never rationed. Friendship, loyalty, love, do not require coupons." - G.T. HewittIf

"The best way to destroy an enemy is to make him a friend." - Abraham Lincoln

Meeting the Minds: Creating Personal Meetings that Grow Opportunities

I can't tell you how many people inquire about having personal meetings with me. They may have found me on LinkedIn or participated in one of my presentations. Like most professionals, I am pressed for time, my most precious and valuable resource quite regularly. More and more, I have to ask myself; how much time should I dedicate to this, is this something that I'll at least enjoy or is there some benefit that I might overlook if I say NO? I just don't have time to blindly follow people into whatever conversation that they want to have with me. This becomes even more difficult considering the fact that I am really an introvert. I value my personal time more than most; maybe even more so than I should. These thoughts led me to ponder these questions: What are the benefits of personal meetings? What do we really gain from them? And, how do we make them work? I hope that you'll be delighted with our discussion.

OK, so now that you've met the right person, and dazzled them with your character and fantastic personal offering that they happily accepted, where do you go from here? How do make the next move to solidify your professional relationship and move up the trust ladder. Well that simple, you've got to get personal. I've seen tons make the move to create a better relationship through personal meetings and then totally drop the ball because they don't know how to insure success. We're going to teach you the golden secrets right now so hang on to your seats.



Personal meeting rules to follow

Respect time, authenticity and focus

- You have to be respectful of each other's time. Always pick a high energy time during the week or day that makes sense for you to meet. You want to be at your best and most focused. Even if you have to Skype or Facetime it, have the meeting. If push comes to shove, the phone still works but you are giving up valuable social mirroring.
- Deliver the agenda and present it correctly. Having an agenda is more professional and shows a respect for time.
- It's always important to have as close to an accurate perception of each other as possible. It's so easy to misunderstand actions and thoughts and personal meetings give everyone a chance to seek and find the truth. Feel free to use video chats and IM's.
- You'll want to make this scheduled time a regular priority.

Big Ideas

- *Show genuine respect*
- *Seek clarity in communication*
- *Feed-back is everything*
- *Enjoy the discipline of repetition*
- *Authenticate your truth*
- *Go deep*

Love mutual accountability partnerships

- If you don't want to be responsible for others and accept their responsibility toward you forget it. The consequences can and will swallow you whole. We are all mutually responsible for each other. We are the building blocks for the entire global society.
- You need personal time to work on your relationship. It requires conscious effort, repetition and most of all commitment. Yes, you need a plan that you can stick to no matter your personality type.

Share real resources and talent

- You need to acquire the talents and skills from others that protect you from risk and round out your offerings. There's more to filling your needs than money can buy that's where relationships can save you.
- Be sure to present and agree on a mutual benefit.
- Commit to this process. Remember that you must ask for the action that you want others to take on your behalf. It won't happen by osmosis!
- Inquire about what you can do to be of serious help to referral partners. This gives your relationship depth.
- Always ask clarifying and understanding questions.
- Be careful to make the right assumptions. You'll have to make some to keep your sanity.
- Share your best TPI and marketing materials in your meeting. It's good that your associates and referral sources know what others think about you.

Embrace deep intuition

- You have more authenticity during personal connection time. There's less societal pressure. No distractions and deep listening allows us to think and connect better.
- Personal meetings always increase your knowledge and understanding of each other.
- Remember, this is about more than time; it's about a willingness, a desire to connect on a soul level. It's personal. If it's just business, it won't last.
- Look for the personal portrait of the people that you want to grow closer to. See where they are the most authentic. What do you like about them?

Winning exercises

1. Make time throughout the week to schedule personal meetings with important members of your network.
2. Create a talent inventory sheet that describes what you are good at and what you need to win your goals.
3. Decide what resources you are willing to share.
4. Write down your deepest cares and decided how you will celebrate your victory.
5. Be sure to always leave room in your calendar for additional meetings with the same person next week if not sooner.

Quotes on Accountability & Intimacy

"Because I am afraid of commitment; this movie certainly has some bearing and is some reflection of my real feeling about relationships, because I do have commitment issues. My friends tell me I have intimacy problems, but they don't know me, so who cares what they think?"

-Garry Shandling, American comedian, actor and writer

"When it comes to privacy and accountability, people always demand the former for themselves and the latter for everyone else."

-David Brin, scientist, speaker, technical consultant and world-known author

"Few things tend more to alienate friendship than a want of punctuality in our engagements. I have known the breach of a promise to dine or sup to break up more than one intimacy."

-William Hazlitt, English writer, grammarian and philosopher

"Every person's work, whether it be literature or music or pictures or architecture or anything else, is always a portrait of that person."

-Samuel Butler

"Accountability breeds response-ability."

-Stephen R. Covey

"No snowflake in an avalanche ever feels responsible."

-George Burns, American comedian, actor, and

Establish Win-Win Professional Relationships: 7 Concepts for Real Networkers

Have you ever been in a professional relationship and both of you win? I'm not talking about the typical compromise or waiting-for-my-turn type of relationship. I'm not even suggesting that you get to the same place at the same time like you would in most goal-based relationships. I'm talking about two or more people coming together to mutually agree on working toward getting what each of them wants individually. This collective synergy or what I like to call "mutual MOJO" is the very definition of what win-win relationships are all about. Here, everyone wins exactly the way they want to; everyone gets to be happy. Sound impossible right?

Obviously, creating a situation where everyone comes away happy requires a tremendous amount of upfront work. For real win-win situations to occur there are many agreements to be made and principles that have to be both accepted and adhered to. I'd like to highlight what I think are the main ideas here. First, let's discuss mindset.

Destiny Partnerships

It's nothing short of magical when you finally find other professionals that you can be in a win-win relationship with. But, how do you know that you've got real win-win potential yourself. Here are the characteristics to look for in your-self and others:

1. **A destiny partnership mindset.** You have it when you want to achieve something big and you can't imagine doing it alone. You're not afraid to act on your long term vision in the short term, even if you have to give up on perfection today. The importance of emotional connectivity while consistently demonstrating an extraordinary capacity to care about others is understood. You search actively for like-minded people and are very liberal with personal feelings, relationships and connections. Open to just about everything, especially feedback from others, you tend to stimulate positive brainstorming activity. There's a keen awareness of what you have to offer and its relative value so much so that you only desire sharing personal time with professionals that allow you to shine. There is an inquisitive nature about the lives and professional choices of others and your very best tends to show up when others are involved.
2. **Instinct for mutual benefit.** You think in "we" terms just as often if not more than most. It's important to you to know how others will benefit and you can't wait to share whatever you have. You seek to find and articulate a mutual ROI and refuse to arrive at conclusions alone. You enjoy being involved with others and crave the success and accolades that ONLY mutual accountability brings. It's important to develop an atmosphere of fun and familiarity all around you. Highly motivated people are always involved in your daily success while you project confidence in both their character and skill. You brilliantly find and place talent.
3. **Tried and true professional principles.** You listen more than you speak so people always feel comfortable and safe around you. Everyone understands their roles and knows how to be most effective in them as you keep your eye on the big picture; analyzing every move against your goals. You invest heavily toward important outcomes and embrace innovation as the key to lasting sustainability. You willingly put the



Big Ideas

- *Just because you can do it alone doesn't mean you should*
- *Think "we win bigger together!"*
- *People like to feel understood*
- *Assign different roles to different characters*
- *Don't do what others can do better*
- *Principles always lead anyway*
- *Stay positive even when it hurts*
- *Have fun or don't play*

appropriate amount of time and effort into planning, maintaining and inclusive approach; insuring all people and opinions are considered. Your ego often subordinated to maintain balance.

Win-Win Agreements

You and your partner will absolutely have to agree to the following:

1. **Keep and maintain mutual respect.** Deepen the quality of your relationship by sharing what you really like about each other. It feels good to know what others enjoy about you. Declare your talent dependencies. Always showing up prepared indicates a respect not just for time but for each other. Willingly and openly accept a mutual association. Do it out in the open! Share your values and why you believe they exist. Update each other on progress regularly with a method you both recognize and enjoy.
2. **Commit to help each other win.** Keep regular weekly update appointments with each other. These shouldn't be working sessions but brief positive interactions. Always seek open and honest feedback as to how you're doing. Demonstrate regularly how much you value the partnership. Share what you hope to gain personally from working together.
3. **Maintain an optimistic outlook.** Begin each meeting with the positive aspects of the last week. Always inquire about the "good news" and then go from there. Handle challenges as much as possible with solutions at the ready. Always inquire as to how you can make the situation better. Set aside the required time to work together.
4. **Celebrate the small victories.** Every small milestone is one step closer to victory. You must measure your progress and celebrate each moment toward achievement. It's not worth doing if it's not worth acknowledging. Have fun while working (who said you have to be boring because a task is?)

Exercises to help you win

- Schedule a weekly meeting and a daily task updating procedure.
- Conduct a full or half-day planning retreat with each other.
- Do a SWOT analysis on the relationship.
- Try the TrueVoice™ with each other and share the results.
- Brainstorm a vision and mission for the relationship.
- Review your plan progress weekly and make adjustments.
- Agree on daily activities for each other.

Favorite Quotes

"Non-cooperative approaches, by contrast, almost always involve duplication of effort, since someone working independently must spend time and skills on problems that already have been encountered and overcome by someone else. A technical hitch, for example, is more likely to be solved quickly and imaginatively if scientists pool their talents rather than compete against one another"

— Alfie Kohn, writer and speaker human behavior, education, and parenting

"You need to be aware of what other are doing, applaud their efforts, acknowledge their successes, and encourage them in their pursuits. When we help one another, everybody wins."

-Jim Stoval, American writer

"All who think cannot but see there is a sanction like that of religion which binds us in partnership in the serious work of the world"

Creating High Performance Networking Teams: 2 Simple Plays that Never Fail

Let's face it. There's so much more to developing and moving forward with a winning team than having a title and some office space. Leaders must be willing and able to commit a staggering amount of time honing their skills as both excellent recruiters and brilliant communicators. Maintaining both of these skills at high levels is foundational to putting forth a team that will achieve unimaginable results consistently.



The sheer experience of watching and great team perform is like poetry in motion. People are in sync with each other. They anticipate the next obstacle and proactively set about overcoming it with such fluidity that even the most complex maneuver seems like child's play. Flexibility is obvious; the shared talent overwhelming. There are no errors in decisiveness, judgment or tactic. Everyone is playing from the same script and doing it well.

Commit to the best!

You must have the recruitment mindset. This means that you have to be willing to spending a considerable amount of time looking for talent, setting up personal interviews and developing a plan. On top of that you've got to believe that your program idea or ultimate goal is worthy of the attention the best talent there is; the best that's ever been.

Believe me when I tell you that talent is the foundational stone that will keep you and your team out in front. You want people with obvious high performance histories.

Those that are extremely gifted will often have major egos. This is one of the reasons why it's important to surround them with others of equal although yet not so similar talent. You want to remove redundancies while establishing a team that each member can be proud to be associated with.

You can begin your search almost anywhere. Some of the greatest might be right under your nose. Starting with your current target markets; look for suppliers, promoters, publishers and media standouts that deserve to be a part of your elite sect. Check top-ten blogger lists, look for awards winning

Big Ideas

- *Push together; don't pull away*
- *Pride comes before the fall*
- *Leave room for everyone to create*
- *Don't be afraid of success*
- *No wasted talent allowed*
- *Death to redundancy*

association members or long term leaders that have shown focus and initiative. Your libraries and web browsers will prove to be invaluable assets to this quest.

Along the way, you'll have to become brilliant at assessing and attracting the right talent. Some people have primary talents that you simply don't need. Others have might have the right attitude but not the skill needed to excel. Then there's the question of fit. Don't recruit people with personality types that you hate for the sake of numbers or diversity. This will always backfire on you.

Bring your communications "A Game"

Your team needs an established love language, a synergizing goal and a common understanding of the principles required to thrive. Each aspect of the communication plan must be attractive and inspiring to say the least. If it doesn't cause your team members pulse to race a little or make them beam with pride, it's not finished yet. Go back to the drawing board to create: a marketing slogan (your differential advantage might shine here), a tag line, the team vision and mission statements, and the BIG the three words that define your existence.

Together, your team has to define what winning looks like. They've got to be able to visualize success so well that they can almost taste it; touch it. When they can feel themselves winning, then they are ready to really get started. It's your job to facilitate this process through brainstorming and creative team strategy sessions. Be careful not to shortcut this route because you'll end up leaving team members behind. They won't feel like their contributions are respected and therefore they won't be an integral part of the team.

It's critically important to communicate your style of play. Answering the following questions will help tremendously: How will you decide on delegation authority? How will you handle idea creation and

Great Quotes

"You're only as strong as your team, and people typically don't spend enough time recruiting. One of my challenges was always being like a professional recruiter, always looking at people as free agents and figuring, "Okay. They may be doing this now over there, but they seem like they have the perspective and skills that could be helpful here. How do we figure out a way of bringing them into our fold?" Constantly being on the lookout for talent is a critical variable, I think, particularly in these emerging markets." -Steve Case

"Never letting the competition define you. Instead, you have to define yourself based on a point of view you care deeply about." -Tom Chappel

"Winning is everything, to win is all there is. Only those poor souls buried beneath the battlefield understand this." -US Navy SEAL Team

"All right Mister, let me tell you what winning means? You're willing to go longer, work harder, give more than anyone else." -Vince Lombardi

"Winning is not everything, but the effort to win is." -Zig Ziglar

"Talent without discipline is like an octopus on roller skates. There's plenty of movement, but you never know if it's going to be forward, backwards, or sideways." -H. Jackson Brown, Jr. (American best-selling writer, author)

"I believe that every person is born with talent." -Maya Angelou quotes (American Poet, b.1928)

"What matters is not the size of the dog in the fight, but the size of the fight in the dog." -Coach Paul "Bear" Bryant

"Great things are accomplished by talented people who believe they will accomplish them." -Warren G. Bennis

"Winning is not a sometime thing; it's an all the time thing. You don't win once in a while, you don't do things right once in a while, you do them right all the time. Winning is a habit. Unfortunately, so is losing." -Vince Lombardi

innovation? When is the time to step in and ask the hard questions and how will you fill the talent gaps as they appear?

Everyone needs to know what to expect and what is required of them in terms of time talent and resources. The obvious investment should never be glossed over or sugar coated. You want to create an accurate depiction of the situation while giving everyone the creative freedom to engage with their own thoughts. Each member will probably make a different sort of investment, but it's important that everyone's input is well respected and understood. This is tricky but necessary work that requires considerable personal time.

All of this wonderful work can easily fall apart if you don't pay critical attention to a few primary team issues. First, you must establish a meeting time and place that works well for everyone. Any missteps here can lead to in-cohesiveness and message redundancy. Next, you'll also want to be careful to keep the team tight; no more than 9 members should be involved to establish all of the work mentioned above. When your team starts to hit double digits it becomes difficult for members to know each other well and give their full support to individual effort. And don't forget the redundancy thing. It causes far too much internal competitiveness to be useful. Besides, bigger is not always better.

Exercises

Brainstorm the following ideas with your team. What does winning look like? What will happen because you win? How will your lives or situation be different? How will you receive the benefits of the win?

Try the SWOT analysis together: What collective strengths do you have? What weaknesses should you overcome? What outside opportunities should you take advantage of and what external threats make things difficult? This becomes the basis for your risk mitigation strategy

What values and principles will you need to win? Look for fun activities or slogans that can keep everyone motivated around your core values. The marines have "semper fidelis" and lots of songs.

Planning to Win: 4 Major Concepts for High Powered Teams

Jill had done it all! She'd carefully selected a few high quality individuals to help her accomplish big things. She went through the painstaking process of interviewing each candidate; analyzing their respective characters and competencies to insure a good fit. She made sure there was very little overlap of talent and that there was an adequate diversity of thought, opinion and background. From here, after all of that work she might be tempted to hit the ground running but in fact she's just getting started.

She still has to develop a plan that will help her team win! She can't just create a team and let the chips fall where they may. She needs a game plan, a blueprint...yes, a strategy!

You see, the benefits from all of her intense networking efforts will come to a screeching halt if she and her team fail to design and execute a brilliant plan. To do this, they need to use the 4 major concepts illustrated here. They have to:



1. Have a tremendous **belief** in each other
2. Be absolutely prepared for **committed action**
3. Develop a mutually **shared mission**
4. Agree on **processes** that they'll use (see illustration)

Each of these concepts is equally important and should be measured one against the other.

Yes, "We Can": Sure Fire Methods to Inspire Belief

I hate to borrow a term from our president's campaign but I couldn't think of a more appropriate support statement here. You see, great teams must believe in each other and their collective talents right up front. Leaders should quickly facilitate a proper team orientation. When the team understands how well equipped they are both physically and emotionally all of the planning aspects will come together smoothly.

You see every team has a collective set of talents, skills and resources (TSR). Each individual has had to use her TSR's to accomplish past successes. These past successes correctly communicated help new teammates appreciate each other and sets the stage for positive expectations and role definition. I call this the **20/20 Download** for obvious reasons and it helps to have each team member meet together 1-on-1 to have an initially well scripted conversation so that these positive traits can be understood by all. Two things happen here, members get use to sharing their story and they get use to listening to one another. This is especially important when bringing a new member onto the team and it starts to connect everyone emotionally.

You'll need a highly connected team that trust and respects each other's abilities. It feels good to belong to a high trust team that demonstrates patience, understanding and resolve with each other when they are called for. Leaders will facilitate group conversations on how they demonstrated these character traits in the past. This can be done in a round-robin type setting where each participant answers the following or similar questions:

- Could you share with us the best example of how you've used patience when working on a previous team to accomplish an important objective?
- Why would you say that listening is important and how have you used your listening skills to help your team win before?
- When have you had to "tough it out" with your teammates on a project? Give us the circumstances and the details surrounding these moments.

This is the **Team Character (TC)** conversation and as you can see it really helps to uncover those hidden soft skills that your team will probably need to rely on during the planning and implementation of your project. But, more than that, it begins to expose your team's positive habits and idiosyncrasies to each other in a way that supports mutual trust and respect. They'll be able to appreciate each other more and give themselves the benefit of the doubt when needed. You'll find that your project plan moves forward quickly with less need for micro-management or over-communication. You won't need to document every step and your people will feel free to communicate and share innovative ideas with one another.

I must give you a warning here. Let your team move the previous conversations forward without a lot of your input. You want to draw everyone out and give them the space to express themselves as much as possible. Watch carefully for those that have a hard time participating or being authentic. Many team leaders confuse silence for consent or agreement and even more improperly overestimate the confidence of more vocal team members for wisdom. Be sure to find the balance. No matter what, your ability as a leader to inspire belief amongst your team gives them hope which is the key to opportunity.

Helpful Quotes

"Take time to deliberate; but when the time for action arrives, stop thinking and go in."

– Andrew Jackson

"One must change ones tactics every ten years if one wishes to maintain superiority"

– Napoleon

"Unless commitment is made, there are only promises and hopes; but no plans"

– Peter Drucker

Get Your Shoes On Now: Basic Building Blocks for Action Based Planning

Even when you know where you're going, you have a map, gas in the car and plenty of food; there's still much to be done. You've got grab your keys, put on your coat, hat and shoes and actually leave! If you're not going to commit to action soon, don't waste the time planning. Remember time is a fleeting resource so while you are planning, plan to get going!

Committing to an action based planning process is of tremendous importance to a high-performance team. Remember, you've recruited the best and convinced them that collectively they are special. They are going to want to move forward quickly. In fact you may have a hard time keeping up with them!

There are two major elements to action based planning: first you must set a relevant time to stop planning and get underway and second you have accept the responsibility to plan some more en route. OK, all of you project manager types out there, don't have a heart attack. Let me explain.

You'll want to set a time to get started right away. As I said before, you've wrestled together a small group of extremely talented individuals in each of their respective spheres. They are quite adept at producing results and will be chomping at the bit to get started. This is a built in sense of urgency. More importantly, they've probably got some seriously good ideas about which way to go and how to get there. The last thing that you want to do is be the enabler. Just, get over yourself already! Once you and your team have set the date to get started, you'll have simultaneously set the time to stop planning!

Before the first actual planning session, do everything that you can to set the environment up just like you would during the execution phase. Think of a situation room. Walk everyone through your planning tools: white boards, flip charts, post-it-notes and writing utensils make a great start. Later you may need presentation tools like screens or projectors. You should have an agenda and a scribe for every meeting. It may be good idea to record the meetings digitally. You want your team to know that they have what they need to be action ready when the time comes.

Now you're ready to ask some serious planning questions! What's the best way to get the job done? What has to happen before you get started (besides a plan)? What are the major targets that must be hit along the way? Is there a preferred order for this target list and why? How will you measure success along the way? What kinds of reports should be submitted by whom, when? When will you stop to rest and review lessons learned? How will you make course corrections along the way? What indicators will let you know that you're off track? Who has primary and secondary leadership authority on which phases? When should you go to your secondary plan? What would indicate a need for plan evacuation completely? What will you do if XYZ happens? When do you anticipate arriving or finishing?

You can provide depth and perspective on the aforementioned questions by having your team share previous scenarios and "what if" challenges. Pulling from your their experiences will help with buy-in and confidence building so have the old timers tell their stories. Run as many drills and practice sessions as you can before taking off!

Before you get going you need to decide on the easy wins. Go ahead and plan to grab those low hanging fruit first in order to give the team the needed momentum and show them what it's like to perform together.

Because you'll be doing a lot of planning and maneuvering in route there's a mindset that you've got to straighten out right away. Intuitively, your high-performing team members already know that experience is the best teacher. However, you may still need to have the pep talk with them. You need to have them prepared to make a few small mistakes and to experience some set-backs. These small obstacles will increase the resolve and challenge your

BIG Ideas

- *People have much more faith in each other from a proper orientation*
- *Great teams encourage each other's talent*
- *Teams that like each other always win*
- *Never over manage a good team*
- *Don't hold your team back unless you have to*
- *Even the best can't accomplish the impossible*
- *Don't try to document everything*
- *Measure the lead activity*

team as you overcome them. The unknown will be all around you but your preparation and talent should prevail. Just be ready!

Get Group Tunnel Vision: Techniques to Develop Mutually Shared Mission

You must see things with the same rose colored glasses. This is much easier when you work together to build a good case for your program. Work together to determine: first who you are, then who you will serve and finally how you will serve them. Good market research and experiential data helps provide a solid sure footing here. I use the following to help my team.

- Key words - what would people Google to find your team? Does your team know how others would brand them? What kind of group are you?
- Three magic words – what are the core exciting words that describe your commitment to each other, your goal or your prospects?
- Marketing statements – What's your tag line or slogan? Do you have a rallying cry?

Use affirmation statements to drive your activity, set expectations and prevent known roadblocks (the NO NOs) with each other and your prospects. These tend to clarify how you intend to accomplish your mission while highlighting your guiding principles. You can also use them to remember the do's as well as the don'ts.

Agree on the process

From a policy and procedural point of view, it makes sense to well document your most important activities and expectations as much as you can before you get started. A big help to this will be to collect all the data and plans you have so far and do one final SWOT analysis before you begin to write up your plan. Having the group articulate the plan well will be the difference between empowering accountability and oppressive micro-management during the execution phase. You'll need to have the following agreements:

- Discuss the mandatory process that must be put in place to achieve the main goal or objective – Be sure to include clear descriptions of the obvious primary opportunities and highlight the tertiary subtle ones as well.
- Decide who will manage each process based on strengths – You may uncover a need to do more specific training or to acquire new talent to create a high probability of success.
- Develop tools to measure lead not lag activity – Create easily accessible publicly visible charts that detail the regular and consistent behavior needed by each team member to move everyone toward the goal. You may also want to include some kind of goal progression illustration that shows results through your project deadlines and milestones; like a thermometer.
- Establish reporting procedures and timing – During team meetings you may want to have each member report-in the details of what went well last week, what they learned and describe how they will face next week's challenge. This should take no more than 2-5 minutes per member.
- Create daily and weekly task lists for everyone – These can be review prior to during individual meetings. The list should include things like a certain amount of calls or a defined number of emails sent. It should also include clear descriptions of all tasks, roles and responsibilities. You'll want to keep these in front of your team.

When it's all said and done you want to your team to have a reasonable expectation that not only will they succeed, but they'll have fun doing it together!

Execution: Flawless Techniques of Masterful Networkers

There are so many great words that help us understand the very essence of execution: to accomplish, achieve, administer, complete, consummate, deliver, effect, enact, enforce, fulfill, implement, operate, perform, realize, render, or style. Go ahead and pick out whatever favorites that you like. Quite the opposite, failure to execute means: to abandon, disregard, fail, forget, ignore, leave, or neglect. Bottom line, to execute is to get it done! Execution is the manner in which something is accomplished; it's the method, style or result of performance.

3 Essential Truths about Right Now Performance with Style

- Be ready to perform
- Develop a sense of style
- Make it happen, right now

Can you move swiftly, purposefully with a precision and grace that generates a sense of awe? Are you at the top of your game? Do you deliver phenomenal results consistently? Are you the model, the example of innovation and drive? Will you experience the accolades of success here-to-for reserved for the legends of your field? This is how the great ones think and behave. This is how they define winning. This is the stuff of effective champions.

Champions never abandon their post. Champions don't ignore or shirk responsibility. Champions won't tolerate failure in themselves or their teammates. A champion would never neglect important details, critical systems or key people. Champions are efficient.

I'm talking about brilliant execution! This is about so much more than just getting it done. It's about getting it done and doing it in style. And nowhere does style count more than right here, right now, today. In the hustle and bustle of everyday business life, none of us can afford to deliver weak performance. The cost is too great. Our families and our communities are depending on us more and more. The pressure to make it happen has never been greater for any population of humans at any time in history than it is for us today. Still, champions produce!

Performance

A high level of performance starts within the heart and mind of the individual. You've got to have the will, the desire, and the drive to succeed.

"Don't lower your expectations to meet your performance. Raise your level of performance to meet your expectations. Expect the best of yourself, and then do what is necessary to make it a reality."

-Ralph Marston, Author and Publisher - The Daily Motivator

There's a level of performance that will take you over the top and land you in the winner's circle. Your absolute best should be all that you ever have to offer. If you don't expect the best from yourself, how can you demand the best of others with any kind of integrity or authority? You must lead like you want to be led, if you want to have a prayer of being taken seriously.

You can expect more from yourself by simply dreaming BIGGER dreams. Remember, you will only rise to the level of your self-image. In fact, your self-concept will determine the limit of your possibilities more than anything else. Do you want to change your personal success ceiling? It's simple, just set higher expectations for yourself.

Style

What is style really and what does it have to do with execution? You see, this unique combination of distinctive features of expression or performance characterizing a particular person, group, school of thought, or era; is quite often more than first glance might suggest. It's about: design, flair, polish, charm, elegance, panache. It's what makes you unique! Your subtle twist on an old theme taps into our emotions in a big way and is therefore critically important to how we do everything that we do. I consider it the very soul of performance. Check out what some of our greatest practitioners' of style have had to say about it.

"It is always self-defeating to pretend to the style of a generation younger than your own; it simply erases your own experience in history." - Renata Adler, American author, journalist and film critic

Don't spend time trying to copy what everyone else does. If you discipline yourself to master your craft, only then will you develop your own style, your own innovation. Only originals get to be unique and are therefore deserving of the accolades and responsibility of creation. Anything less is a denial of who and what you are.

"Style is not neutral; it gives moral directions." - Martin Amis, British novelist

Once you've locked in on a special or unique way of accomplishing your tasks, it not only becomes yours but it provides a baseline from which to measure all successive attempts. Your signature should get better and better over the years, becoming more of what it should be as you reach for a perfection that you may never attain.

"The most durable thing in writing is style, and style is the most valuable investment a writer can make with his time. It pays off slowly, your agent will sneer at it, your publisher will misunderstand it, and it will take people you have never heard of to convince them by slow degrees that the writer who puts his individual mark on the way he writes will always pay off." - Raymond Chandler, American novelist and screenwriter

"A style does not go out of style as long as it adapts itself to its period. When there is an incompatibility between the style and a certain state of mind, it is never the style that triumphs." - Coco Chanel

You can't be so far off in left field, as to alienate your partners and associates. They must get it or you get nothing done. They must agree with it or you empower bitterness. They must enjoy it or you create chaos.

"Fashion can be bought. Style one must possess." - Edna W. Chase, editor in chief of Vogue magazine from 1914-1952

There is an innate quality of style that can be nurtured over time but it's usually just there. You have a way of doing things already, like it or not! The most successful practitioners are aware of their style: meaning, they know the cause and effect of their contribution. The experience of doing has taught them the in's and out's, the no-no's and the yes-yes's! Even if you dress it up, badly style tends shines through.

Ideas are easy. It's the execution of ideas that really separates the sheep from the goats.

-Sue Grafton, contemporary American author

How you execute your strategy separates winners from losers. It's the difference between the marginal and the excellent. You're right, style counts! How you do what you do determines how others will perceive you. You'll get access to everything you want if the right people know, like and trust you.

Guessing what the pitcher is going to throw and is eighty percent of being a successful hitter the other twenty percent is just execution.

-Hank Aaron, American baseball icon

You have to be good at making assumptions and reading the situational dynamics. Your environment will often dictate your opportunities and results.

Young people are fitter to invent than to judge; fitter for execution than for counsel; and more fit for new projects than for settled business

-Francis Bacon

Take advantage of youthful ignorance while you can. Dream BIG, Think BIG; do BIG things! Too much experience will keep you from taking the risks that allow you to grow. Be careful NOT still. Sometimes you only have enough energy to carry you. Use it to your advantage. Remember that "shock and awe" might be an expensive technique but it will overwhelm your enemy. Practice this when you're out of more conservative strategic responses give it everything you've got with reckless abandon.

Urgency

Strike while the iron is HOT!

Let's face it. The master execution game is often wasted on the young. While ideas are fresh and there doesn't seem to be many risks; there seems to be some sort of genetic tic that forces young professionals to waste opportunities to build strong new relationships. This is exactly the time to be bold and brave, before there are kids, employees and other major responsibilities. The fear associated with being responsible for others is often crippling. You want to strike also before the skepticism of age sets in; before setbacks and disappointments enable negative growth and stifle development.

Time in general is not your friend when it comes to execution. Procrastination and stagnation leads to a "lack of urgency" feeling. This can be the kiss of death to your execution strategy.

When there is too much time to get something done, people tend to wait on getting started. Tons of creative types will tell you that they are most productive just ahead of a looming deadline. That's when they pull the all night work around the clock strategy session. That's when they have the most stress and adrenaline flowing. Quite falsely they actually believe that this is the best time to be creative and get the juices flowing.

Besides, without a deadline we have all the time in the world! There's no pressure and therefore no need. No need and therefore no purpose. And there it is. You see you need a reason to do something, a spark to get moving. Without it, nothing gets done.

Can you hear the crickets chirping? That's the sound of disengagement. So instead of looking at the activity maybe we should spend more time understanding the spark that creates it. Really! What's exciting about what you have to do? How will it help you move forward? Can you stay focused on the BIG picture or do you need some other motivation? Maybe you should set small un-interrupted time limits to make specific things happen.

From a networking point of view there must be a real need as well. There must be a need for you to create meaningful business relationships and that need, must be well understood and satisfied amongst all parties, if the relationships are to last. So what come first? Obviously, it becomes important to understand the needs of others and have them understand yours. Then there must be agreement on coming together to do something about it in a way that feels right for everyone. But you need more than agreement, you need the secret sauce.

Professional Relationships: 4 Key Ingredients to the Secret Sauce

The 4 major keys to executing high quality professional relationships:

- **Understand** each other's needs enough to care and do something about it. Please recognize that **there's a difference between feeling and doing**
- Desire an **association** with each other that's mutually beneficial
- **Like** each other enough to enjoy helping
- **Trust** each other enough to continue in the face of difficulty

Of course you'll need an awesome strategy to make all this happen. You must be willing to spend quality time in planning mode. If not, what are you going to execute? Surely, a well-developed plan can be more than just a help. I know that you've probably been kind of chaotic till now. Just stop it! There is no such thing as being too well planned. Besides, when you're working from a tight, no nonsense plan, your execution strategy becomes a lot easier to measure and to course correct if needed.

By the way, your plan cannot be to bore the crap out of people you're working with. I suggest that you bring them in on planning phase of whatever you want to do right away; you'll want their creativity and most importantly their buy-in. Spend some quality time finding out what your team is already into. What do they do when they let their hair down? How do they blow off steam? What naturally catches their interest about their work and their lives? You have to find ways to connect before you can ask that BIG favor that you want.

Of course every plan has to make some assumptions. Smart networkers assess risk carefully and find ways to overcome them with new resources or techniques. Let's face it, you don't want to lose the opportunity to create a wonderfully leveraged business relationship because you simply weren't prepared to handle it.

Fire, Ready Aim: 4 Points of the Execution Continuum

The best laid plans should pay close attention to the **4 points of the execution continuum**

- Skills
- Techniques
- Tactics
- Strategies

Skills

To understand one thing well is better than understanding many things by halves. –Von Goethe, German writer, pictorial artist, biologist, theoretical physicist, and polymath



You are considered to be a skillful networker when your proficiencies have been well developed through training and experience. You'll need to do some professional development in several different areas of communication. You'll have to bone up on your interview skills, learn to recruit top talent, become a master of the elevator pitch, and lead teams of divergent views very well. Your clever development of these quite essential talents means you can get there and stay there fast!

Techniques

The more technique you have the less you have to worry

Great dancers aren't great because of their technique; they're great because of their passion. – Martha Graham, American modern dancer, choreographer, founder of The Martha Graham Center of Contemporary Dance

Technique is the manner in which your networking skill is deployed. When you bring your style and technique together, it's your passion that shines through. It matters a great deal if you always have to read your elevator speech and still stumble through it. It matters if you don't know when to shut up and listen in a business social setting. It matters if you show up dressed badly and yes, it matters if you don't show up at all. If you don't know how to ask the right questions, deliver the right benefit and assess the mood of the conversation, you're dead before

you get started. Do you find yourself jumping head first into landmine rich conversations about politics, money or sex? If any of this fits you, make sure that you're wearing a helmet and maybe some bullet proof armor right now.

Tactics

If great strategy requires thought, then good tactics require observation. Good networking tactics require making calculated moves to achieve an end. How will you know what moves to make, if you don't check out the movements of others? You can just make up some stuff but that doesn't sound too smart does it?

Nothing beats experience when it comes to building business relationships. No silly, I'm not talking about your experience. I'm talking about the experience of all of those unsuspecting victims out there that you need to get to know and then bring into your networks. We've all had good and bad relationships. This history has left sort of a relationship foot print on us and guides us into or out of situations in our present and future. If you really want to know how someone ticks, then engage them in light conversation about their past business relationships (watch out for the 3rd rail), ask non-threatening but vitally important questions. Get them to talk about the people they most respect. Ask, "What do you like most about your current professional relationships?" Now, really listen to what they have to say with a resolve to be even better. Become effective at timing these types of activities just right and you'll be on your way in no time.

When it's all said and done, you have to do what works and do it often. If you get along with the suppliers of your target market that's great! Have them introduce you to the king-pins of the local conference. If you know how to ask magical questions that make people fall in love with you, then volunteer to interview prospects for others in return for letters of endorsement or recommendation. Maybe you have a great business development mind and can help others establish meaningful business arrangements. Whatever your talent, use it to leverage opportunities for yourself and others.

Strategy

The best armor is to keep out of gun shot. –Francis Bacon

Take time to deliberate, but when the time for action arrives, stop thinking and go in. –Andrew Jackson

You see, with tactics you win the battle, but with strategy you win the war. Strategy is much more complicated as it's your overall method for doing and accomplishing something it's your blueprint for how you intend to move forward. You have to know when to hold'em and when to fold'em, right? Do you have a well-planned and well-practiced business relationship execution plan for the next 6-12 months? Does your plan help you deploy the appropriate levels of skill, technique and tactic?

The No-No's

Here are some landmines that I've seen people fall into quite a bit:

- 1. They make promises that they can't or don't deliver on**
- 2. They try to offer something of little or no value for something of great value**
- 3. They don't seem to really know what they want (it's really hard to trust these people)**

All said and done, flawless execution requires tremendous sense of performance and style. One must be able to capitalize on personal and professional relationships in a big way. And, there must be a consistently strict adherence to traditional strategic planning technique. If you or your team can make this happen, I welcome you to the BIG time. From here on you'll experience life in ways that only real champions can.

Exercises

1. Write down a list of no more than 5 activities that you can do to make you feel proud of yourself this week. Giving yourself a boost of confidence will help you do more and think on a higher level.
2. List these ideas: What can you do to increase your efficiency and effectiveness in every vital role that you play? What confidence inspiring natural gifts or talents do you bring to the table? In what ways can you deploy these gifts to aide your performance?