

Love is the Killer App by Tim Sanders

Notes by Keith Grossman

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OVERVIEW

"The most important new trend in business is the *downfall* of the barracudas, sharks, and piranhas, and the *ascendancy* of nice, smart people with a passion for what they do."

In the old economy people could be unsympathetic, mean-spirited, or unkind without repercussions. Today it can be detrimental to your career. Companies are beginning to measure themselves by the quality of their relationships with their customers rather than by victories over their competitors.

The people who will be successful in the existing economy are those who freely give of themselves to their business partners. This is a point of differentiation where we can separate ourselves from our competitors. These people who freely give of themselves are called "lovecats".

There are 2 main reasons why lovecats come out on top:

- The abundance of choice in business — choice of products, schools, media, and career paths. When we have more options than ever, there's no need to put up with a product or service that doesn't deliver, a company that we don't like, or a boss whom we don't respect.
- The "new telegraph." Everybody quickly finds out about the lousy product, company, or person. With the ease and abundance of communication tools, we all have access to highly opinionated and well-informed people.

INSPIRING QUOTES

Offer your wisdom freely. Give away your address book to everyone who wants it. And always be human.

If you don't like certain people, it's easier than ever to escape them. If you are a lousy person, it's harder than ever to keep people around you. Hence, the power of love.

When you help others grow to become the best people that they can be, you are being loving — and as a result, you grow.

Don't focus on telling people what is wrong; focus on helping make it right.

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How we are perceived as human beings is becoming increasingly important in the new economy.

Our humanity can be defined as the ability to involve ourselves emotionally in the support of another person's growth.

Build a brand so that people will trust you, like you, pursue you.

Be distinct or be extinct.

I want others, when they think of people in my arena, to think of me first and to think of me immediately. And they will, because I have proven my value to them through my intangibles.

If you don't add value to your team by showing the love toward someone, then don't do it.

The payoff with knowledge as social currency is that it leads to ideas, solutions, and strong relationships.

We live in an age where information is more important than seniority.

So if you think getting good ROI—Return On Investment—is important, you should also be thinking about ROA, or Return On Attention.

Because lovecats build relationships with a deep level of trust, people will presume our arguments are correct, our recommendations are solid, our referrals are valuable. They presume that we have their interests at heart.

The easiest place to make a habit of reading is your bed. There you can place any number of books on your night table and dip into one before you go to sleep so it can roll around in your dreams.

The reason we acquire knowledge is to share it. Otherwise, we don't truly distribute love.

Sometimes the effect of a Big Thought isn't so much that it provides a solution, but that it gives us a new way of seeing the world.

A good lovecat is always thinking of ways to bring people together.

Bizlove means never having to say, "You owe me."

If I communicate to you that I care about you, you are more likely to listen to what I say.

The more you genuinely care about others, the more likely they are to open up their own channel capacity as a human being.

Showing compassion is a process, not just an action.

When there is no love, there should be no expression of love. Never fake it. It's bad for the bizlove brand.

NSPS: Nice, smart people succeed.

Being a lovecat is not just about being nice. There's no point in playing by these rules if you're not smart, too. Because if you're not, it won't scale, and all you'll have to show for it is good intentions rather than good business relationships.

THE CONCEPTS

What is Love?

Love is the selfless promotion of the growth of another - philosopher Milton Mayeroff.

Mayeroff talked primarily about love in our personal lives. But what we need is a definition of love in our professional lives. This is Sanders' definition of "bizlove": Love is the act of intelligently and sensibly sharing your knowledge, networks, and compassion with your business partners.

What is a Lovecat?

The secret to being a high-impact leader and the essence of individual and corporate success is to be a lovecat using 3 steps:

- Share knowledge. Learn as much as you can as quickly as you can and share your knowledge aggressively.
- Share your network. Expand your network of people who share your values and connect as many of them with each other as possible.
- Share compassion. Be as openly human as you can be and find the courage to express genuine emotion in the harried, pressure-filled world of work.

Behave this way not because you expect something in return — a quid pro quo — but because it's the right way to behave. The less you expect in return for acts of professional generosity, the more you will receive.

Lovecats always love to scale— that is, we make sure our strategies continue to flourish as we love more and more people.

The Benefits of Bizlove

Benefit #1: You Build An Outstanding Brand As A Person.

- In the new economy, you are valued and rewarded for your knowledge and your network, not your seniority or pedigree.
- A successful brand will always give you powerful leverage.
- Build a brand so people will trust you, like you, pursue you.
- If you don't build a brand, you risk becoming a commodity, no different than your competition.
- Become a brand by following the acronym DREAM
 - Differentiation - Differentiation is about being different in a positive, productive manner that can sustain itself over time, and the best way to do that is to offer up your intangibles to those with whom you wish to partner.
 - Relevance - A good lovecat's relevance to others is a daily one: Everyone always needs to know something new, or needs to be connected to someone new, or needs an affirmation that he or she is a good person.
 - Esteem - People hold you in the highest esteem when they realize you have no expectations that you will receive anything in return for what you are willing to give.
 - Awareness - When people realize that as a lovecat you are like an encyclopedia squared, that you have a Rolodex the size of your laptop, that you're passionate and kind, they become increasingly aware of who you are and what you can do.
 - Mind's Eye - In order to be a brand, a product or service must be characterized by a distinctive attribute in the consumer's mind. If we have a distinctive brand in the mind's eye of our bizmates, they will give us their best business opportunities.

Benefit #2: You Create An Experience

- There have been four phases of economic progression in world history
 - The Commodity Phase, e.g., raw materials such as agricultural products, precious metals – measured by their characteristics
 - The Goods Phase, e.g., manufactured products – measured by their features
 - The Service Phase, e.g., you delivered a service apart from your goods – measured by their benefits.

- The Experiences Phase, (just starting) – companies that create positive experiences are rewarded with loyalty and premium pricing.
- People know you are not just a service provider or a product; rather, you are interesting and valuable because of the knowledge you share and the people you know.

Benefit #3: You Have Access To People's Attention

- Attention is one of the world's scarcest resources
- Getting a decision-maker's attention is something companies are willing to spend billions to buy
- Bizlove gets you attention because you are valued

Benefit #4: You Harness the Power of Positive Presumption

- Definition of Positive Presumption – people tend to presume a proposal is bad until proven otherwise.
- Presumption is against you because people fear risk.
- If you have a lovecat relationship with your biz partners, they trust you, which allows you more leeway in helping them change.
- Trying to change someone who doesn't trust you is almost impossible.

Benefit #5: You Receive Exceptional Feedback

- People are more willing to tell me which of my ideas worked and which didn't.
- They tell me which of my contacts were helpful and which weren't.
- This kind of feedback gives lovecats a huge advantage because we learn more about what happens when our advice is implemented. It's not academic. It's real.
- Recipients of bizlove are more likely to give back in other ways, i.e., recommended books to read or contacts to meet, etc.

Benefit #6: You Gain Personal Satisfaction

- We live in an age where information is more important than seniority, and this is good.
- It makes me more valuable than ever because my intangibles are creating more worth to my biz partners and ultimately to me.
- I feel good about myself because I have transformed people's lives.

Gaining and Sharing Knowledge

The Four-Step Process To Make Knowledge Work For You

1. Aggregation – accumulating knowledge by reading. The easiest, most efficient way to obtain knowledge is through books.

- Read books so that you own your own job.
- But to aggregate, you must engage in the first step—finding the right material.
- Find valuable books by
 - searching out words or phrases in a bookstore that are pertinent to your job. For example, a salesperson might look for words such as negotiation, closing, clients for life, etc.
 - Going online to a bookselling website. There you can type in your key words and research every available volume on the subject.
 - Taking advantage of those sites that recommend books. Study which ones people with similar interests purchased and follow the links to them.
 - When you buy from the leaders, like Barnesandnoble.com or Amazon.com, their technology recommends related books each time you revisit the site.
 - Looking for books in trade journals
 - Asking your friends for the titles of their favorite books.

2. Encoding – digesting your knowledge meal. As you read, you must encode: First you tag, then you *cliff* (notate) the books. What this means is: Read actively and interactively. Search your book for something worth retaining, and develop a system that allows you to find that passage again quickly.

- You are reading primarily for future application, not entertainment.
- As you read encode, i.e., underline and tag so you can easily find it again.
- Always be writing when you're reading.
- Make notes in the margins for future reference.
- When you tag, look for specific types of content, starting with contextual definitions.
- Books also make Big Statements, or passages that explain the kernel of the book with crystal clarity.
- Mark statements that are supportive of other statements in other books. Understanding concepts that carry through multiple books increases your depth of knowledge.

3. Processing – completely digesting your knowledge meal. We need to make sure we are properly digesting, or processing, all the information we are tagging and cliffing.

- Review major sections before moving on.
- Once you've finished the book, write a review. Just describe the book's Big Thought, how well the author conveyed that thought, and how valuable you feel the idea is.
- Take your finished books to work and create a library so you can refer to books during down times.

- When you finish your reading session, close your eyes. Allow ideas to connect in your head in ways that won't happen on paper.
- Occasionally you may find magazine articles that validate or negate theories in your library of digested books. Tear out the article and slide it inside the relevant book for future reference.

4. Application – share your new knowledge with others. The reason we acquire knowledge is to share it. Otherwise, we don't truly distribute love.

- The more you apply it personally, the more you benefit
- The more you share, the more you get in return
- When you talk about a book, it forces you to know it inside and out.
- When considering application, think about how you will apply what you have read to your peers and partners.

Application Involves Four Steps (ACTION STEPS)

1. Make sure you own the book's Big Thought

2. Visualize a discussion with someone who could benefit. Think about how you will apply what you have read to your peers and partners. Review scenes from your bizlife in which you could use this idea. Search your imagination for scenes from work where you could have added value by bringing up the Big Thought. Review these scenes until you have found three. Imagine which of your new contacts would appreciate your new social currency. Instead of talking about the weather or sports, share ideas.

3. Look for insert points that would allow you to pass along a Big Thought. If you pay attention, you will find insert points that enable you to add value. People convey everything from problems to questions to worries. That's the social currency that most people share.

- After you've explained the Big Thought, solicit feedback
- Let them talk – the more involved they are in the conversation the more they'll enter your circle of influence
- Follow up with e-mail. E-mail them a link to the book or give it to them.

4. Play doctor (role play) – prescribe books like a doctor would prescribe medications to a patient.

Building and Sharing Your Network

The 3-Step Networking System

1. Collecting – Always look for new contacts

- Every person is a potentially relevant to you & your network. Some people may appear powerless or insignificant, who are actually potential stars waiting to rise.

- You need a system to organize. Get a system that makes you comfortable and gives you the ability to look up names easily.
- After your initial meeting, make specific and detailed notes about the person.
- Swap business cards just as you'd swap recipes or stock tips.
- The people with the most powerful networks learn how to develop weak ties and find small things in common that are strong enough to create a vibrant conversation. Include these recollections in your notes.
- In your follow up, maybe it is time to prescribe a book based on his or her function or place in the value space. You might even consider sending a book— an expensive offering, but one with high impact.

2. Connecting – Proactively think of ways that your contacts can be linked. This takes effort; don't make poor connections.

Whenever you're ready to connect your contacts, think of them as belonging in one of three buckets. Some are partners. Some are peers. Some are prospects. Partners are people with whom you can have a deep business relationship; peers are people you do business with; prospects are those you hope will someday make partner or peer. Partners are the strongest tie. Prospects are the weakest.

- Tune your receiver – listen for people's value
- Fuse the connection – proactively make the connection. Learn to make these connections in real time. If you do, you can immediately suggest the network introduction in the context of their need.
 - Person to person
 - By phone in a three-way conference call
 - By three-way e-mail

3. Disappearing

- Stick around until the connection is fused and then let them grow it without you.
- Say, "I think you need each other. I only want you both to be successful. I want nothing else from this."
- Always drop off as early as is polite once you have properly fused the connection.
- When they know you expect nothing from your introduction, you become a trusted source of information.

Showing and Sharing Compassion

Why You Should Show Compassion In the Workplace?

- Your compassion will make a difference in how people view you and how they view themselves.
- By expressing your compassion, you create an experience that people remember. When people remember you, it's good for your business. We seldom create memorable experiences through basic transactions. People refer people who represent a good experience to them. Soon, instead of having a social circle, you'll have a spiral of raving, clicking fans.

- Compassion creates commitment – which keeps you focused on building your knowledge and network. Your expression of compassion puts your intentions on the table. It builds an expectation you have to meet.
- Compassion buys forgiveness. You'll be given a larger margin of error when you blow it.
- Your business relationships have greater longevity when based on human feelings rather than circumstances.

Make an Effective, Long-Term Plan for Showing Compassion. See compassion as a two- part process— sensing, and expressing.

- Sensing
 - Keep your senses primed for the people who you have a natural affinity for or possibilities that might allow you to bond.
 - Notice body language. Once you've observed others, you become aware of a dynamic range, allowing you to extrapolate where you stand between the one person they barely know and the one who is warmly embraced. Know how to approach them.
 - What are the minimum and maximum gestures that make you comfortable?
 - Timing is everything. There's a right time and a wrong time to express your compassion verbally. Listen for cues. Eventually you will understand when you have permission to go off- topic with people. Develop an instinct for those moments when people will let you slip personal topics into the conversation.
- Expressing
 - Start with your eyes.
 - Look for "Kind eyeballs"
 - Look into their eyes. It may be the most direct form of communication humans have. It shows you are present and that you care.
 - Smile – push yourself to smile when you greet or talk to others
 - Express yourself with warm words, avoid the use of "hate."
 - Express your appreciation of others now – when the moment arises
 - Use your arms – learn to hug in progression. Don't do it all unless you know you have permission. Then start slowly, first giving a kind of weak sideways squeeze. Eventually use more force, and only when you are sure a person is comfortable, hug as you would outside the workplace.
 - Perfect your handshake – match your handshake in strength and rhythm with the other person. Eventually, you can move to two hands, and then try shaking the hand and touching the arm at the same time. There's just a little more commitment in the expression.
 - When people enter a room, make it a point to look at them. By doing so, you are making the first move toward compassion. You are saying: "I notice that you are present, I am glad you are here."
 - Here are some of the statements you could dare to say:
 - "I am totally committed to your personal growth."
 - "Thanks for being such an incredible person."
 - "I only want you to be happy, and that's what is going to drive this deal."

- "I love you, man. You are a rock star."
- "I'm only okay if you're okay"

Three Primary Insert Points To Share Compassion

1. Salutations

- Make the most of "hellos and good byes". You can express yourself with your words, your energy, and your embrace.
- Use their names
- After the initial introduction, ask a question, make eye contact, lean forward to show that you're engaged, and most importantly, listen. Use bonding words. Confirm your feelings at the point of meeting: "I'm really glad to see you." "I'm always happy to spend time with you." "I look forward to the time we spend together."

2. Conversations - Frame your conversations with bizlove. Use conversations to commit.

3. Quick Opps – i.e., chance meetings, quick phone calls or e-mails

- Slow down and take the time to express yourself. So take those quick opps, add some spark, increase the energy level— whatever works in the situation.
- Good quick opps lead to more quick opps. When it is clear that even in short conversations you offer intangible value, people are more likely to add you to their loop.

KEITH'S FINAL NOTE

The ability to transfer knowledge is a huge advantage for anyone struggling to succeed in the new economy.

Without a network, knowledge is nearly useless. You get value from your knowledge, but it becomes real when you share it with your network. Successful people have the largest networks, the most powerful connections. And they're willing to share their network.

Consider overcoming the cold and impersonal behavior at the workplace. Consider conquering the urge to be non-committal when it comes to feelings. No matter where you are in your career, you know that you can listen to people, you can support them, you can hug them.

Please connect with me at www.KeithShares.com for more great ideas and tips for managing conflict, building consensus, and negotiating.

Make it a great day!

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