

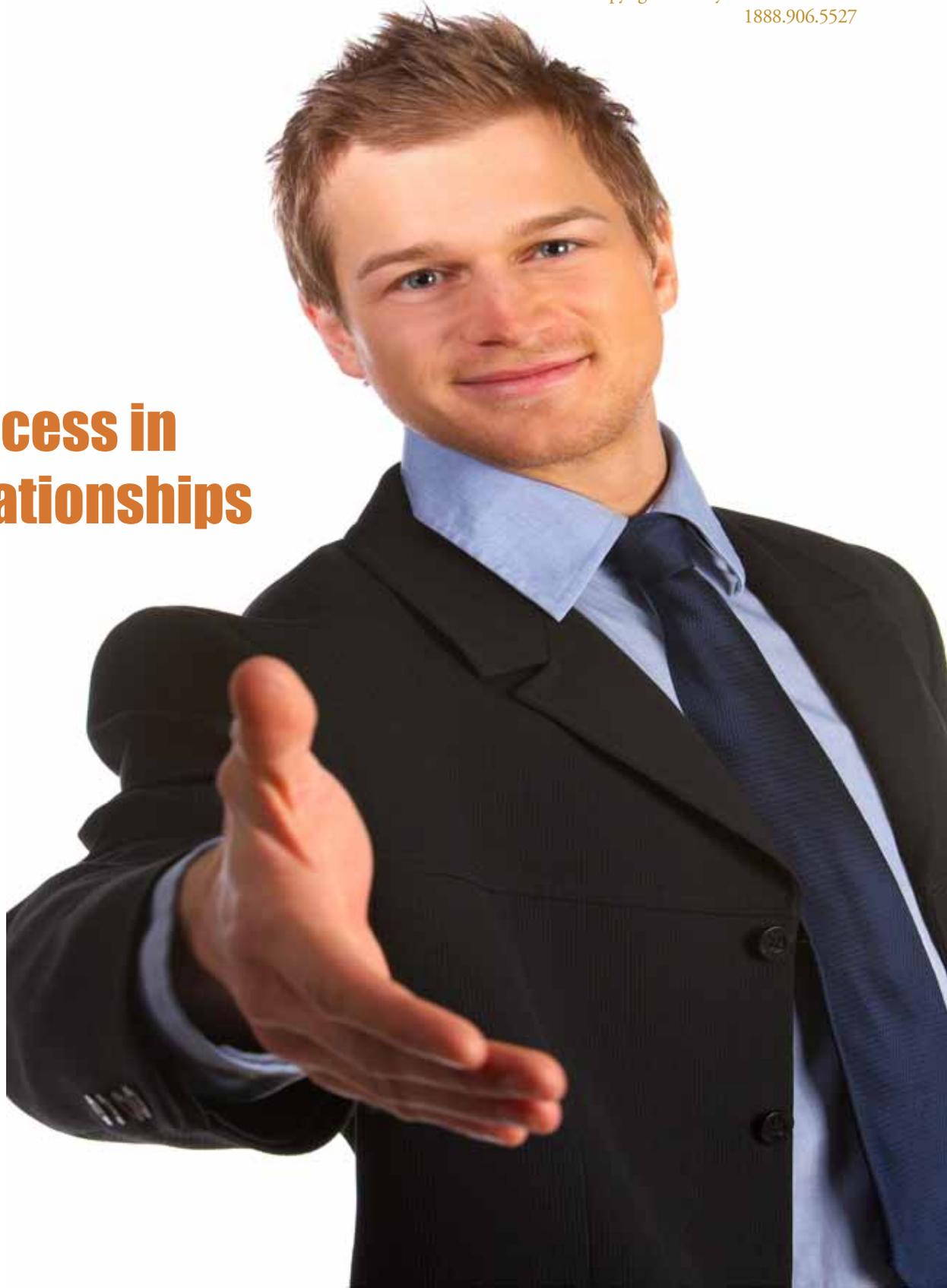
# *Profiles of* SUCCESS<sup>®</sup>

INVESTIGATING CONCEPTS OF SUCCESS

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## **Success in Relationships**





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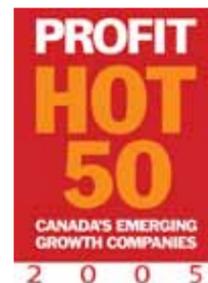
## Success in Relationships



### RELATIONSHIPS

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“It’s not what you know – Its WHO you know” A saying that is so right on. No one can be a SUCCESS in a vacuum. Without relationships, there would be no opportunity for SUCCESS. Yes, relationships can generate or destroy your SUCCESS. You need to know how to build and maintain strong and solid relationships to secure our SUCCESS.



# NOW TAKING NOMINATIONS

As part of our investigation into concepts of success, it is only natural and expected that we would interview and examine the lives of successful individuals and businesses. And this is an exciting part of our business, speaking with and learning about how actual people have achieved great things.

In addition, this adds a special service to our readers in that they can access contact information on a variety of business people offering a variety of services.

And who would you prefer to do business with? Someone who has just entered the industry and has no experience, or someone who has not only proven themselves as competent and capable, and can also show that they have excelled in their profession. The latter I am sure.

And so would everyone else.

We have details about these professionals and businesses in the profiles section of our website.

If you know of any business or professional that you believe would fit our criteria, i.e. successful, we invite you to **NOMINATE THEM TODAY**. Just go to the nomination section, fill in their name and contact information - we will do the rest. This can be done anonymously, or with your recommendation.

**NOMINATE THEM TODAY**



# The Ingredients of Successful Teamwork

by Patty Hendrickson

At the end of the day, have your workers perfected their various ingredients and actually made a pie? Is your team doing “team work”? Or experiencing “teamwork”? This is not simple wordplay. These truly are different phenomena. And success is moving from team work to teamwork.

Imagine each member of your group comes to the project with a personal ingredient needed for the corporate pie. Each ingredient has its particular flavour or attributes of skills, talents, resources and ideas. If you’ve got a group that engages in “team work”, members individually use their own ingredients

inside their own boxes and contribute what they can. They are productive but limited by the contents of their own substance. And, realistically speaking, what good is flour by itself. It needs to be joined with other ingredients to reach its full potential.

If you’ve developed a group adept at “teamwork”, members contribute their ingredients for use by the entire group. There’s cooperation and sharing that recognizes the group is worth more than the sum of its individual parts. The team operates as a cohesive unit that uses all the best individual assets of its members.

Your team’s greatest asset is the collection of individuals’ skills and talents. To experience teamwork, all members must fully contribute their particular asset. Here are some suggestions to help build your team’s “pie”.

Be inclusive and welcome diversity. The welcoming and acceptance of each team member is a must. Team members are like puzzle pieces of many sizes and shapes. We have to learn the strengths and the shortcomings of the pieces to discover how they best fit together. Being inclusive helps us discover different ways to work together and enjoy others.

Recognize habits and behaviours. Teamwork is a fluid process that challenges the status quo. The simple recognition of habits and behaviours gives you power over them. Look for ways to break the rules and stretch out of your normal habits and behaviours. When team members are curious enough to challenge processes, it builds camaraderie. Challenge the team to challenge the status quo.

Focus on strengths and applaud the efforts of others. Members take both big and small risks. It’s a scary new process for some people who fear giving up their turf to the team. Members may

feel the need to protect their sacred turf -- their job. Working openly with others is different because it requires change and makes some people apprehensive. We must appreciate the risks members take. Any glimpse of sharing must be recognized and applauded.

Share information many times in many ways. Adequately receiving everyone’s contribution makes everyone’s skills available to the entire team. The power of the team lies in the variety of skills. The differences are actually the benefit. A greater variety of skills mean greater resources. Like the many skills, the team also has a variety of learning

styles. So much of the team’s success stems from individuals embracing the big picture. We need to share our efforts in every possible way to let every team member see, touch, hear and affect that big picture. When we’re asking members to give so much, we have to work hard to share information so everyone understands.

Bring your best to the team. People need to freely share all their individual components. In *Further Along The Road Less Travelled*, M. Scott Peck writes, “Do what you feel called to do, but also be prepared to accept that you don’t necessarily know what you’re going to learn. Be willing to be surprised by forces beyond your control, and realize that a major learning on the journey is the art of surrender.” This acceptance and art of surrender to the process of team building is the ideal role model for all team members. Bringing your best helps everyone.

Build trust by building relationships. Team members need time to share formally and informally with each other. They need time together in smaller groups as well as with the entire team. They may have worked together for many years, but there is still so much to learn about each other.

Before diving into the teams’ challenges, members need time to discuss expectations of themselves, other members and the collective team. This takes time, but it’s the place where all members begin to see the part they play in the team. Building trust takes time. And trust is the foundation that builds teams.

Teamwork is a new experience for many. Some members come to the group without a positive expectation because they’ve never experienced teamwork. When members trust themselves and each other enough to fully contribute their ingredient, irrespective of all the positives and negatives, the group has the potential to work as a team.

# Successful Networking Skills

*Whether you're combining the ingredients of the soup or stirring the punch, mixing it up with people is important to your success, both in relationships and in business.*

## W

Whether in life or in business, interacting with other people is the basis of living life to the fullest. Visiting with friends or connecting with associates forms the basis of life's most meaningful moments. In business, networking is the foundation on which sales are made. And sales provide the steam that drives the engine. Most successful companies have sales managers who understand the value of networking as a tool, not only to find business but also to create successful long-term relationships.

Here are tips for making the best out of networking with people. This is assuming that one already understands that, if you don't show, you can't network.

1. Show up early and act as if you are helping to invite people into the event.
2. Place your name badge on your right breast. When you extend your hand people can read the name.

3. Place your business cards in your left-hand pocket and when you receive a card place it in your right hand pocket. In this way you are not fumbling around for a card or giving out someone else's.

4. Come up with a one-minute explanation of yourself or your business. If you cannot describe the concept of your business in that timeframe, work on developing a statement that will.

5. Get in line and talk to the people in front of you. Stick your hand out and become part of another party.

6. Don't always hang with the people you came with; you already know them.

7. Ask questions. This is not your time to sell; it's your time to learn. Asking questions helps to clarify if the person is a potential customer and of what use you can be to them.

8. Make meeting people a game. Come up with a reasonable amount of cards you will collect in an evening. Having a goal will keep you moving.

9. Take the minute to reconfirm previous contacts by writing down a little bit about them on their business card.

10. Set a limit of a few minutes per encounter. It's easy to get lost in time.

11. Follow through with everyone you meet. A quick e-mail keeps your name and services in front of them for future reference.

The hardest part of networking is showing up. Once you're there, make the most of your time and keep the cards flowing.

# Associate with Positive People

*T*he people with whom you associate have a profound affect on how you feel and the way in which you ultimately perform. Negative people will always drag you down to their level. They hammer away at you with all of the things you can't do and all of the things that are impossible. They barrage you with gloomy statements about the lousy economy, the problems in their lives, the problems soon to be in your life, and the terrible prospects for the future. After listening to these negative people, you feel listless, depressed and drained. It's almost as if they suck all of the positive energy out of you!

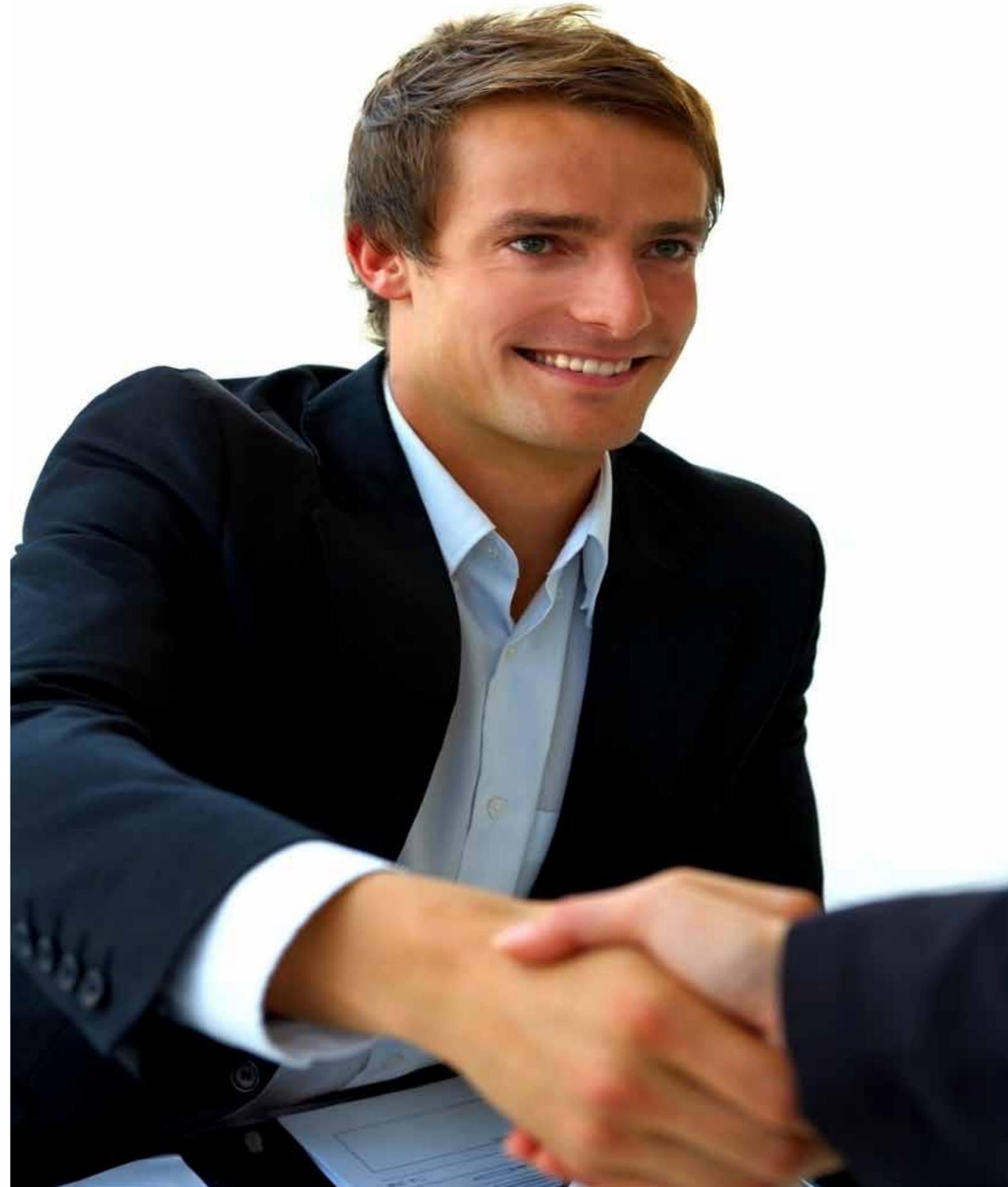
On the other hand, how do you feel when you are around people who are positive, enthusiastic and supportive? I'll bet that you are encouraged and inspired. You start to pick up their attitude, and you feel as if you have added strength to vigorously pursue your own goals.

It's up to you to determine who you spend your time with. Examine your friendships at work and during your leisure hours. Those who occupy your time have a significant impact on your most priceless possession -- your mind! It is your responsibility to regulate what you allow into your mind.

There's much truth to the phrase, "We become part of what we are around". So make sure to surround yourself with positive, uplifting people. They will lift you up the ladder of success.

**"He who speaks without modesty  
will find it difficult  
to make his words good."**

**— Confucius**



# Experiencing Relational Success

Let's look at people who are successful in their relationships. What do they do consistently that sets them apart from the rest of us?

Here are five things:

1. People who are relational successes adapt their personality to mesh with others. It's a step beyond understanding personality differences; it's actually accommodating those differences. Just because your personality is a certain way doesn't mean you have to act according to it. Just like your attitude, you still have a choice. You can choose to subordinate certain aspects of your personality if the situation or person calls for it. Adapt to the people around you.

2. People who are successful at relationships communicate according to how others will receive it. Perception is everything in communication. It's not the message you send that counts; it's the message that the other person receives. They are not always the same thing. We need to ask for feedback to assess whether we are being understood as we wish or, more importantly, that we are understanding what the other person is intending.

3. Those who succeed at relationships focus on the other person in conversations. People think that the art of conversation is a gift. Either you have it or you don't. Not true. It's a simple skill you can learn. All you do is ask the other person to talk about himself or herself. People love to talk about themselves. Think about the people who energize you. They want to know what's going on in your world. They may not say anything other than to ask a question. You get done talking with them and you feel great. You feel important. Think about the people who drain you. I'll bet you that those people talk about themselves non-stop. You can't wait to get away from them. People who succeed in relationships are able to get beyond their own little world into someone else's world, and they do it by focusing on the other person in conversation.

4. Relational successes work at being authentic and transparent with others. When you are real with people, when you let them know that you are human and mess up, when you are vulnerable ... it communicates something beyond words. It says, "I'm approachable. I don't think of myself as above everyone else. I'm not better than you." It's humility, and humility is the lubrication that keeps relationships running smooth.

5. Finally, those who are relationally successful love others as much as they love themselves. Listen to what the Bible says about this: if you love your neighbor as much as you love yourself, you will not want to harm or cheat him, or kill him or steal from him. And you won't sin with his wife or want what is his, or do anything else the Ten Commandments say is wrong. It's a choice of behavior towards another person.

Love is very patient and kind, never jealous or envious, never boastful or proud, never haughty or selfish or rude. Love does not demand its own way. It is not irritable or touchy. It does not hold grudges and will hardly even notice when others do it wrong ... If you love someone, you will be loyal to him no matter what the cost. You will always believe in him, always expect the best of him, and always stand your ground in defending him. Successful people tend to choose the behavior of love in how they treat others.

## Conclusion

I've given you five things that I've seen people do while experiencing success in their relationships. Notice that none of these items are personality-dependent. You can be an introvert or an extrovert and do these things. You can be a big picture person or a detail person. You can be a thinker or a feeler, organized or disorganized. It doesn't matter because these are choices that people make about how they will treat others.

Notice one other thing: in every one of them, the focus is on other people. "Adapt your personality to fit in with others, communicate according to how others will receive it, focus on the other person in conversations, be real with others, and love others as much as you love yourself." There is a pattern here, don't you think?

These people are on to something! They have discovered the secret of relational success. It's called the "Golden Rule. Do for others what you want them to do for you."

Think about it. Don't we all want to be around people who adapt their personality to mesh with ours, who communicate according to how we receive messages, focus on us in conversations, are transparent and authentic with us, love us as much as they love themselves? I do. That's what we all want out of people. We become relational winners by doing to others those things that make us feel good.

Much easier said than done, right? Hey, I told you, relationships are work! No pain, no gain.

A photograph of three business professionals in a meeting. A woman in a dark suit and glasses is smiling and looking towards a man in a dark suit who is shaking hands with another woman in a dark suit. They are standing in front of a light-colored wall with a grid pattern.

# Word-of-Mouth Marketing... Building Your Network of Contacts

*by Molly Cox*

Beyond the benefit of making friends and having people to call on for advice and information, networking can bring you new business. The ability to acquire new clients and make sales is paramount to any business success. Why not use one of the oldest methods in the book - go out and meet people!

Powerful people generally have an enormous network of people to draw on. These people have figured out that, in order to succeed, you need to have relationships with people and you must nurture those relationships. Not only do these people make an effort to go to the monthly meeting of their chosen organizations, they also choose to participate in the organization and follow up with the people they meet.

Networking does not produce instant results. It takes time to develop relationships and earn referrals. Once you have built some solid relationships and paid your dues, you'll find that

business, well, just comes to you. When someone needs your services, you want them to think of you.

By staying visible in the community and your organizations, you will be the first person that comes to mind. "Before going to any social or business event, be prepared!" Before going to any social or business event, be prepared! Prepare your introduction and have a brief statement ready to describe what you do. Run it by a friend or colleague to ensure it is interesting and doesn't turn people off. As one business owner states, "Watch the reaction of people when you tell them you're an insurance agent."

Another great way to market your service or product is by public speaking. It gets you in front of potential clients and gives you credibility. The best part of all is that it costs you nothing, yet creates high visibility.

Don't use the platform to sell your services; rather, educate the audience,

and they will seek you out when they need you. It's easy to network if you're the featured speaker, as people will generally want to meet you personally and discuss your presentation.

A chiropractor that I know sends out thank-you notes to people who refer patients to her. In her handwritten note, she tells you that she'll take good care of your friend. Acknowledging referrals and treating them like gold is a great way to nurture relationships and keep the referrals coming. Considering your networking efforts as marketing is simply good business. It's a low-cost, high-return way to increase your client base and keep your existing customers.

If you care about the people that you do business with, and treat everyone with respect, you should start experiencing the old adage 'What goes around, comes around' before you know it.

*Molly Cox is a professional speaker and trainer.*

# The Four Main Ingredients of Personhood

*If you know what the four main ingredients are of personhood, you will have a better understanding of your peers*

## The four main ingredients are:

- Extraversion and Introversion
- Sensing and Intuition
- Thinking and Feeling
- Judging and Perceiving.

### Extraversion and Introversion

When we talk about “extraversion” and “introversion”, we are distinguishing between the two worlds in which all of us live. There is a world inside ourselves, and a world outside of us. When we are dealing with the world outside of ourselves, we are “extroverting”. When we are inside our own minds, we are “introverting”.

We are extroverting when we:

- Talk to other people
- Listen to what someone is saying
- Cook dinner, or make a cup of coffee
- Work on a car.

We are introverting when we:

- Read a book
- Think about what we want to say or do
- Are aware of how we feel
- Think through a problem so that we understand it.

Within the context of personality typing, the important distinction is identifying which world we live in more often. Do we define our life’s direction externally or internally? Which world gives us our energy, and which do we perhaps find draining?

### Sensing and Intuition

The “SN” preference refers to how we gather information. We all need data on which to base our decisions. We gather data through our five senses. Jung contended that there are two distinct ways of perceiving the data that we gather. The “Sensing” preference

absorbs data in a literal, concrete fashion. The “Intuitive” preference generates abstract possibilities from information that is gathered. We all use both Sensing and Intuition in our lives, but to different degrees of effectiveness and with different levels of comfort.

We are Sensing when we:

- Taste food
- Notice a stoplight has changed
- Memorize a speech
- Follow steps in a plan.

We are Intuitive when we:

- Come up with a new way of doing things
- Think about future implications for a current action
- Perceive underlying meaning in what people say or do
- See the big picture.

Within the context of personality typing, the important distinction is defining which method of gathering information we trust the most. Do we rely on our five senses and want concrete, practical data to work with? Or do we trust our intuitions without necessarily building upon a solid foundation of facts?

### Thinking and Feeling

When Jung studied human behavior, he noticed that people have the capability to make decisions based on two very different sets of criteria: Thinking and Feeling. When someone makes a decision that is based on logic and reason, they are operating in Thinking mode. When someone makes a decision that is based on their value system, or what he or she believes to be right, they are operating in Feeling mode. We all use both modes for making

decisions, but we put more trust into one mode or the other. A “Thinker” makes decisions in a rational, logical, impartial manner, based on what they believe to be fair and correct by pre-defined rules of behavior. A “Feeler” makes decisions on the individual case, in a subjective manner based on what they believe to be right within their own value systems.

We are making decisions in Thinking mode when we:

- Researches products via consumer reports, and buy the best one to meet our needs
- Do “The Right Thing”, whether or not we like it
- Choose not to buy a blue shirt that we like because we have two blue shirts
- Establish guidelines to follow for performing tasks.

We are making decisions in the Feeling mode when we:

- Decide to buy something because we like it
- Refrain from telling someone something that we feel may upset him or her
- Decide not to take a job because we don’t like the work environment
- Decide to move somewhere to be close to someone we care about.

Some decisions are made entirely by Thinking or Feelings processes. Most decisions involve some Thinking and some Feeling. Decisions that we find most difficult are those in which we have conflicts between our Thinking and Feeling sides. In these situations, our dominant preference will take over. Decisions that we find easy to make and feel good about are usually a result of being in sync with both our Feeling and Thinking sides.

### Judging and Perceiving

Judging and Perceiving preferences, within the context of personality types, refers to our attitude towards the external world, and how we live our lives on a day-to-day basis. People with the Judging preference want things to

be neat, orderly and established. The Perceiving preference wants things to be flexible and spontaneous. Judgers want things settled. Perceivers want things open-ended.

We are using Judging when we:

- Make a list of things to do
- Schedule things in advance
- Form and express judgments
- Bring closure to an issue so that we can move on.

We are using Perceiving when we:

- Postpone decisions to see what other options are available
- Act spontaneously
- Decide what to do as we do it, rather than forming a plan ahead of time
- Do things at the last minute.

We all use both Judging and Perceiving as we live our day-to-day life. Within the context of personality type, the important distinction is which way of life do we lean towards, and are more comfortable with.

Now that we have identified the four main personality types, it is important to recognize that not all personality types mesh together easily. In culinary terms, some personalities tend to curdle when mixed with opposing characteristics. The differences between Judging and Perceiving are probably the most marked differences of all the four preferences. People with strong Judging preferences might have a hard time accepting people with strong Perceiving preferences, and vice-versa. On the other hand, a “mixed” couple (one Perceiving and one Judging) can complement each other very well if they have developed themselves enough to be able to accept each other’s differences.

In sum, if we recognize our primary personality characteristics and then identify those of other people, we will be better able and equipped to mix with others, forming delightfully delicious relationships.



# Successful Introductions

*Y*ou only have one chance to make that first great impression. Without it, your credibility and that of your compelling presentation is in question. All we are talking about is two brief minutes.

Whether you are meeting with buyers or sellers, your first two minutes are crucial to your successful ongoing relationship. So tell them who you are, why you have the right to be there and, more importantly, what makes you the authority on the forthcoming information. For example, let's assume you are there to list their home. Perhaps you have vast experience in that particular subdivision. In your career, you have sold many homes built by that particular builder. Perhaps in the past you have sold numerous homes of that price and design, so have first-hand knowledge of special features of the home that will assist you in promoting the home and finalizing the sale. This type

of information needs to be made available to your clients before you get into your listing presentation.

Every client you address has some need or concern to deal with. In other words, they have a problem. Before you can attempt to ease their pain by solving their problem, they need to know you understand it first. Your introduction should be more than your name and what company you represent; it should tell your listeners you know what they are going through because you understand their needs.

In other words, tell your listeners how you came to know the answers to their needs before you attempt you solve them. You will be amazed how much shorter the listing (or buying) process becomes. In other words, a good introduction is the gateway to a good presentation.

*"The greatest good we can do for others is not to share our riches with them, but to reveal their own."  
— Author Unknown*



# The Only Two Skills You Need for Success

There are many different skills that people talk about as being necessary to be one of the best in any business. But they all come under one or both of the following two categories:

1. Having great people skills
2. Having and working a solid system with knowledge of your industry that produces great results. The only difference between you and the other guy you aspire to be like, is your mastery of these two categories. What's great is that you can learn how to master these too.

Some important questions to ask yourself.

How do you measure-up in both of these categories?

And how can you best improve yourself in these areas?

Which area do you feel will allow you to produce the fastest improvement in your business if you take the steps to improve yourself in this area now?

And....are you willing to take the action to improve yourself NOW?



Individuals and  
Companies  
who exemplify  
these traits of  
**SUCCESS** can  
be found on  
our website in  
the 'Profiles'  
section

