

THE EXTRA POINT

BY JERRY ROBERTS



224 Improving Who You Know in 2019

2019 is five days away. I want you to have the best year you've ever had, and today I'm going to expand on the networking theme we started earlier this week. If you do what I suggest it can make a big difference in the results you achieve. I'm Jerry Roberts and let's get busy on The Extra Point.

Take a piece of paper and make three columns. On the far left list the months of the year down the page, leaving two or three lines between each one. I'm going to give you some detailed suggestions and you can download the transcript at guamtraining.com, number 224, so just listen for now. Here's what we're going to do.

1. Make new connections

In the first column I want you to list 24 people you don't now know but you want to meet. The first two will be in January, the next two in February and so on. Generally, this is work related so let's keep it there for now. You can expand the exercise to include your personal life later if you want. Maybe these are potential clients or people who can help you in your career. It could be someone you just find interesting. Keep writing until you get all 24 and get through December.

2. Build stronger relationships

In the middle column, write down 12 people you do know but the connection hasn't grown the way you wanted. You might already be doing business together in some fashion, but you know there's something more possible. Slot the first one in January and number 12 will be in December.

3. In the third column, in January, list someone you have a good relationship with but you feel something very good can come from ramping it up. You see the potential for something very special. Once you have a name in January, repeat the process for April, July, and October.

When you finish the page you will have 24 new people to connect with, 12 relationships you want to make stronger, and four you feel can greatly expand with extra effort. In all, this is a total of 40 people, just over three people per month that you'll be focusing your attention on.

Guam is an informal place and we don't need introductions to meet people. Maybe you'll connect at a business function, a fiesta, doing a 5K run and walk, or any number of other options. Hook up and get on each other's radar. See what the possibilities are.

For the 12 relationships you wish to strengthen, look to share a lunch and build the social connection with them. The key here is to see how you can help each other. Don't try to push an agenda on them. Build around increased mutual benefits.

Finally, for the four relationships that are already strong, you want to talk about big ideas. This can be centered around business or maybe a civic project. You might get your family and theirs together to do something for the island, or just have fun. Great business partnerships come from such things. There are only four so you can spend three months working things up before thinking about the next one. Be creative. Be bold.

If you do this exercise and then make the effort necessary, I am absolutely sure that 2019 will bring you the kind of results you really want.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

###

For information on training and consulting services from Jerry Roberts, please click this link: guamtraining.com

