

June 22, 2013

## Connect - Be Effective

- Connect.
- Generate curiosity.
- Provide a path.

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### Connect.

- There is no communication without connection.
  - Transmitting is not connecting. Transmitting is throwing out information without regard for the audience's background or interest.
  - Connecting is about building a common foundation to work from.
  - Connecting allows others to feel what you feel and see what you see.

### Generate Curiosity.

- Without curiosity there are no questions. Without questions there are no problems. Without problems there are no solutions.
  - If the person you are having a conversation with isn't curious about the question, they won't care what your solution is.

### Provide a path.

- Solutions are a combination of physics and people. Physics determines the possible, people determine the path.
  - Solutions are useless unless they can be acted on. Paths provide focused action.
  - People make decisions based on pictures of goals and pictures of themselves. To commit to a path, the person you are having a conversation with has to picture where the path is leading, want to follow the path, and picture themselves walking the path.

## **Book Recommendations**

**Enchantment** by Guy Kawasaki. Former Chief Evangelist for Apple, Guy Kawasaki is a professional connector. An outstanding book for anyone who must give presentations to any size group.

**Back of the Napkin** by Dan Roam. Ever wonder how 10 people can walk out of the same meeting with 10 different versions of what was said? Dan Roam provides an easy to read explanation of how people process information and provides some good tips on getting your point across.

**The Charisma Myth** by Olivia Fox Cabane. Well thought out presentation on developing the key components of charisma - power, presence, and warmth.

**How to Win Friends and Influence People** by Dale Carnegie. It's a classic for a reason. Carnegie was successful because he knew how to connect.

## **Link Recommendations**

[www.sethgodin.com](http://www.sethgodin.com) Free daily thoughts on connecting with others.

[www.gapingvoid.com/blog](http://www.gapingvoid.com/blog) Free daily thoughts on business & connecting. Sign up for the free art newsletter so that you only have to wade through the blog advertisements once.