A Guaranteed Road to Success

“Enriching People’s Lives – One Meaningful Connection at a Time”

Society of Financial Service Professionals

Part 3 – The Heart of NetWeaving

Bob Littell, Principal
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First Book Was About the 3 skill sets and people who were NetWeavers

- Being a Connector OF others
- Being a ‘no strings attached’ Resource Provider FOR others
- Building your own ‘best of breed’ Trusted Resource Network
Made an interesting discovery... after 1st book had been out only a few months after 9-11
The “Heart” of NetWeaving involves spreading the word to OTHERS
What I’ve learned along the way

The immediate benefits to NetWeaving
– image and energy

The importance of “meaningful dialogue”
Why are almost all of us terrible about following up and following through?

- The biggest reason is the same one why people don’t stick to diets or exercise regimens...

- Why most of motivational speaker’s messages don’t affect long-term behavior

- Why 87 cents of every training dollar is wasted
FOLLOWING THROUGH
A Revolutionary New Model for Finishing Whatever You Start

Steve Levinson, PhD
and
Pete C. Greider, MEd

Order through
www.amazon.com
Our Brains Have a Design Flaw

Peter Greider – “The Big Engine That Doesn’t”
Peak Performance Coaching

The Child - Thor

I want it NOW!
- Reacts instinctively
- Hard-wired
- Impacted only by the present
- Dumb as a board
- Strong as an ox

The Adult – Dr. Spock

Now let’s be LOGICAL
- Reacts after reviewing facts
- Mostly acquired
- Considers the consequences
- Smart as a whip
- Slow as a turtle

And the Brain has NO referee
Our Brains Have a Design Flaw

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Peak Performance Coaching

Why don’t Sports figures have the same problem Following Through?

The Child – Thor

The Adult – Dr. Spock

5 Groups Watching
- Coaches
- Fans
- Teammates
- Agents
- Media
How do you FOOL Thor?

Peter Greider – “The Big Engine That Doesn’t”
Peak Performance Coaching

The Child – Thor

- Start with very small commitments
- Verbalize your commitments to others

The Adult – Dr. Spock

- Be Creative and make games out of it
Establishing a good habit

Optimal Maintenance Activity Level

Once there, it’s fairly easy to maintain

A few fall-backs along the way to building your good habit
But when you fall out of a good habit, it’s easy to be back at Square One before you know it.
Other Thought Leaders for Whom I’m NetWeaving and Who Are Helping Spread the Word

Seth Godin – “Purple Cow”
Catherine Ryan Hyde – “Pay It Forward”
Seth Godin – “Purple Cow” and “Unleashing the Ideavirus”
Jeffrey Gitomer – “The Sales Bible” and “The Little Red Book of Selling”
Peter Greider and Steve Levinson – “Following Through – A Revolutionary New Model for Finishing Whatever You Start”
Malcolm Gladwell – “The Tipping Point”

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What is “Purple Cow”?

It’s not enough in today’s information overload world to be

- Different
  or
- Unique

You must be

Seth Godin – “Purple Cow”
What are YOUR “Purple Cow’s”? 

What’s remarkable about you?

What makes your company remarkable?

Seth Godin – “Purple Cow”
The British are coming!
The Midnight Ride of Paul Revere
Do you Recognize people who are GREAT?

Connectors
Mavens
Salesmen

Malcolm Gladwell – “The Tipping Point”
The Most Valuable Among Us are Those Who are Very Good at All Three

Connectors

Mavens

Salesmen

Malcolm Gladwell – “The Tipping Point”
Do you Recognize people who are GREAT?

Connectors

Mavens

Sneezers – Seth Godin

Salesmen

Malcolm Gladwell – “The Tipping Point”
Charitable Currency in Action

First $10,000
the first step in attracting good luck is to recognize that most of our good luck – the beneficial effect of chance upon our lives – come[s] to us through other people” . . .

“Between ourselves and those who cross our path, chance spins an invisible thread of awareness, a luck line”. . .
"How to Attract Good Luck"

author - AHZ Carr (Wilshire Books)

"to expose ourselves to luck, then, means in essence to come into healthy human relationships with more people."

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The more Luck-Lines you throw out, the more luck you'll find
How many of these statements describe what your business and your life are really all about?

I now am mentoring younger persons to pass on the wisdom others have shared with me.

I try to **LIVE** my life in a way that will inspire others without **SAYING** anything about my beliefs. . .I let my **walking**. . . do the talking.

I look for ways to **LIFT** people up and especially to help them when times are bad.
How Full is YOUR Bucket?

Do you FILL other people’s buckets?

“How Full is Your Bucket?” - Positive Strategies for Work and Life
Tom Rath and Donald O. Clifton, Ph.D.
How Full is YOUR Bucket?

Or are you a “dipper” and you empty people’s buckets?

“How Full is Your Bucket?” - Positive Strategies for Work and Life
Tom Rath and Donald O. Clifton, Ph.D.
The Circles of Energy Stemming from a Single Act of NetWeaving GROW in Impact as they Expand Rather than WANE
Every single act of NetWeaving triggers an ever-expanding set of events
whose consequences and reactions may not be known for days, months, or even years into the future
And as your NetWeaving activity grows, some of your independent acts of NetWeaving will begin colliding with one another...having an even greater impact.
A Real Life Example

Bob and Kimberly

Kimberly/Newt Gingrich

Kimberly/Ben
General Norman Schwarzkopf brought the audience to their feet.
What’s YOUR Passion?
I’m So Excited