



# **JIM HARSHAW JR**

*Revealing Failure as the Path to Success*

**Success Through Failure Podcast**

**Action Plan Episode #113**

**Michelle Tillis Lederman**

Today I bring you Michelle Tillis Lederman. Michelle is an expert on workplace communications and the CEO of Executive Essentials which provides custom coaching and training programs. Michelle was named one of Forbes' Top 25 Networking Experts, is the author of three books including *The 11 Laws of Likability* and her latest *Nail the Interview, Land the Job*. She has appeared on NBC, CBS, Fox and NPR and been featured in the *Wall Street Journal*, *NY Times*, *US News & World Report*, *USA Today*, and *CNBC*.

## Quotes

"I'm not always complimenting on the results, I'm complementing the effort of my kids."

"Vulnerability is not about weakness, it's about openness."

"What authenticity is about is understanding where we need to grow and get out of our comfort zone."

"The four pillars of trust are vulnerability, authenticity, transparency and consistency."

## About Understanding Norms

"I think we, in life, get used to whatever's around us. This is our norm and we think it's everyone else's norm. And I think especially for growing children, it's important to understand it's not the norm. I didn't grow up the way my kids are growing up. I

wasn't as fortunate as them, and I want them to have respect and appreciation and gratitude for what they do have, but also build their charitable gene."

### About Always Talking About Your Passion

"If you are not interested and excited in talking about things you're working on, then maybe that's not what you should be working on. So if we've got people who are internal to an organization, they're excited about a project and what they're doing with it and you're talking about, the people who are around you are going to be 'Oh, you're working on that? I know someone that you can talk to. Oh, have you heard about that technology? Oh, have you heard about that conference?' If you're not talking about it, you're not going to hear about all those things. So keep talking."

### About How Real Relationships Lead to Real Results

"They always say 'It's not what you know, it's who you know;' and that's very true. But I think it's more than that. I think it's that real relationships lead to real results. And if we build those real relationships and those true connections, that enables the things that we're trying to accomplish in life, whether it is getting a great local travel agent for my trip in Iceland so my trip is planned and I hit all of the things I want to hit or it's getting somebody to open a door for you so you get an interview and possibly a job."

### Action Plan

"Think about three people that you think are key to that next place, that goal that you have and reach out to them. Send that email saying, "It's been too long. Let's grab coffee." Just get those three people on a call or on your calendar or some way to connect with them and have a conversation."

### Website and Social

Website: <https://michelletillisederman.com/>

Twitter: <https://twitter.com/mtlederman/>

Gift pack: <https://michelletillisederman.com/giftpack/>

## **Books :**

### **11 Laws of Likeability**

<https://www.amazon.com/11-Laws-Likability-Relationship-Networking/dp/0814416373>

### **Heroes Get Hired : How to Use Your Military Experience to Master the Interview**

<https://www.amazon.com/Heroes-Get-Hired-Experience-Interview-ebook/dp/BooB02TJEK>

### **Nail the Interview, Land the Job**

<https://www.amazon.com/Nail-Interview-Land-Step-Step/dp/0996507809>

## **Recommended Books**

### **The 7 Habits of Highly Effective People, Stephen Covey**

<https://www.stephencovey.com/7habits/7habits.php>

## **Episodes Referenced**

Jason McKenzie : <http://jimharshawjr.com/84/>