



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #192

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Michelle Tillis Lederman is an accomplished speaker, trainer, and coach. She's also the author of four books, including the internationally recognized *The 11 Laws of Likability*. She was named by *Forbes* as one of the 25 Professional Networking Experts to Watch. A former NYU professor, financial executive, and recovering CPA, she now works with organizations and individuals to help them build real relationships for greater results through her company, Executive Essentials. She has worked with clients ranging from government to academia to non-profit to Fortune 500 companies, including Johnson & Johnson, Ernst & Young, Michigan State University, Sony, and The Department of Environmental Protection. She has been featured on CBS and MSNBC, and in the NY Times and *Forbes*.

Quotes

"Networking is something that we do and a connector is someone that you are."

"Social isolation has been shown to have the same impact on your mortality as if you had smoked 15 cigarettes a day for 10 years."

"Relationship-based skill sets are the biggest differentiator between your average and star performer."

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

About The Traits of Connectors 09:33 -09:54

"The connectors are open and accepting. They have a clear vision. They believe in abundance. Connectors trust. They're social and curious. Social and curious is one mindset. Connectors are conscientious. They have a generous spirit."

About Seeing Vulnerability In A New Light 21:26 - 22:07

"Vulnerability is not about weakness. It's about openness. That's the big shift we need to make, is understanding that when we're vulnerable, we're being selective with who we're vulnerable with and what we're vulnerable with. I'm not telling you to just lay everything out in the line. Vulnerable is not being self-deprecating. Being vulnerable could be sharing a similar experience and what you learned from it, and letting somebody know that they can recover too. Being vulnerable is really about being open. Vulnerability leads to credibility."

About Understanding The Difference Between Get To, Want To, Should do and Have To 28:02 - 29:50

There are only four categories of the things that you do. You either get to, want to, should do, or have to. All I heard you say was 'Have to.' I would challenge anybody who says have to and say, 'Well, do you really? Or is it a should do? Could it be a want to?' If it really a want to, then you need to reframe and rephrase because you believe your own language. 'I want to go and meet these people. I want to shake these hands.' Better yet, 'I get to...' The get to is like, 'I'm so excited! I can't believe I'm so lucky I get to be on your show!' The want to is like a marathon runner. They WANT to run marathons. It's hard, but they're internally, intrinsically motivated. With should do, it's usually an external motivator. Somebody else thinks that you should do this or that. Or you think you should but you don't really want to My opinion is if you think you should, you shouldn't. Unless you can reframe it as a want to. The way we do that is we think about reframing the energy around it. Is there something in it that you're really excited for to invoke that true feeling of excitement or productive energy? 'Oh, I've got to go to this networking thing. But there's free booze! Find the good. "Oh, I get to catch up with this person I hadn't seen in a while!"

Action Item

Think of three people. I want one person to be somebody that you're already connected to, but you want to strengthen and deepen the relationship. I want one person that you're out of touch with but you wish you hadn't lost touch with. The third person can be anybody that comes to mind whatsoever. In the next 48 hours, think about a way to reach out to them. The subject line in the email could say, 'It's been too long,' or 'Reconnecting,' and just saying, "You keep popping into my head. I would love to know what's been going on with you. Here's a two-second update on what's going on with me." You can use any channel of your choice. Do that with all three people.

Website and Social

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