

Tribeworking Not Networking: Five Steps to a Booming Business, Career and Success

[A Five-Part Series on Building Relationships to Build Business and Community]

Muneera, a client of mine, was ready for promotion yet had a challenge. “I have all the skills needed to get this promotion, as does my colleague, who is also being considered for the job. The bad news is...I think she will get the job. I always see her meeting up with people, having coffee, going to happy hours, chatting it up at company events -- everyone seems to know her. How do I compete with that?”

Another client, John, was ready to launch his own business but was hesitant and unclear. “I know my craft and I’m good at what I do – that’s the truth. The problem is I have no idea where to find clients. I don’t even know where to start.”

These scenarios may look different; however, the tasks ahead are the same. These professionals need to sharpen what I call their tribeworking skills. The word traditionally used for building and sustaining new relationships for furthering business and community is “networking.” However, if you think about it, what you are really trying to do is build groups of like-minded people with similar interests, values and goals who can help each other. When this search has gone well, many clients tell me, “I found my tribe.” They are referring to a group of compatible people who are kind, inclusive, helpful and make them feel like they belong.

Rather than networking -- tribeworking is about building relationships so you can build successes and help others along the way. I will use the term tribeworking as much as possible throughout this article to reinforce the positive nature of connecting with others and creating lasting groups you can turn to. When I’m not using tribeworking, I will also use the term “business socializing events” so we can redefine a term and activity that makes many people resist.



Boldly and Strategically Connect
Reach out Regularly
Abundantly and Generously Serve Others
Valiantly Get Out of Your Comfort Zone
Educate and Inspire your Audience

This series is for you who want to build your network:

- Internally at work
- Externally as a business owner
- To grow your business (as a business development professional for your company or as a business owner)
- To strengthen your relationships



In our more virtual world, I believe we have more ways to build a tribe, not fewer. I created this series as a guide for how I built my tribes in the last 10 years to grow my company, Strategy Meets Performance. I struggled as John did when a colleague presented me with the idea of starting my own business. It wasn't until I started experimenting and taking a series of small actions that I learned that my perfect clients are actually waiting for me. All of our clients/colleagues are waiting for us to connect. After launching his business, John successfully followed a plan for meeting others. Muneera began connecting socially with her colleagues and also found success, not just in her career path, but also in helping others and creating innovative ideas with these colleagues.

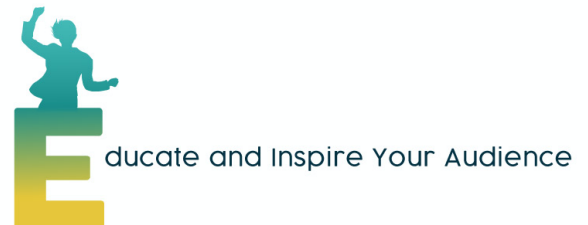
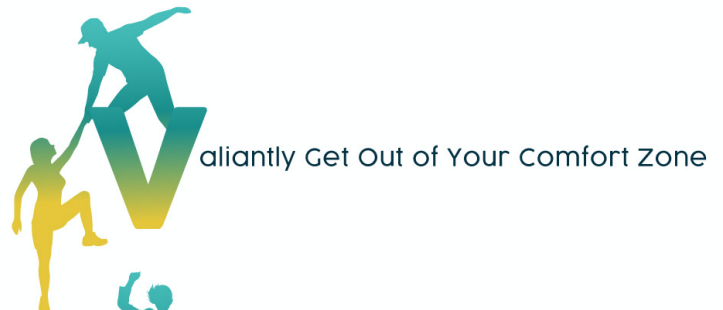
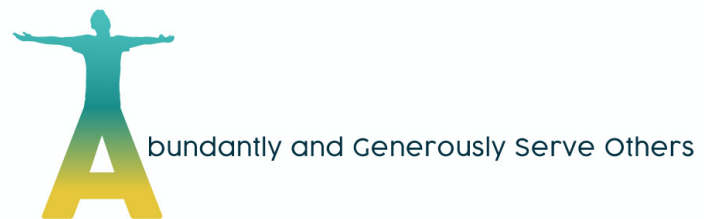
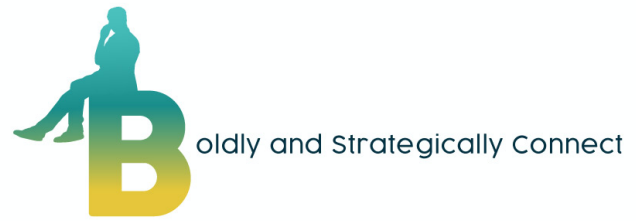
If you remember one thing from this article series, remember that success routes can be learned. Just because you don't know how to do something now does not mean that you can't learn.

This can be done in steps. You will learn one step at a time in this five-part series by being BRAVE™. At the end of each section, take the time to complete the reflections, as they will inform you and inspire you to try new behaviors. Let's begin.

"Where to start?" It is one of the questions I get asked the most by new entrepreneurs and business owners.

- "How do I make new connections?"
- "Where do I go?"
- How many of those "networking" events do I have to go to? They kind of freak me out."
- How do I find the people I'm meant to serve?"

There are likely some ways of connecting that seem natural and comfortable for you and some ways that seem extremely challenging and uncomfortable. The tough experiences help you learn more about yourself and ways you can connect and serve others that resonate with your personality and natural energies.

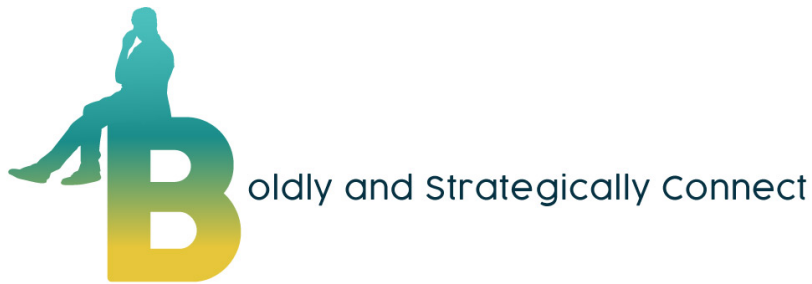


Learning how to reach out to your communities is an art. You can, as I eventually did, learn to go about connecting with others with intent and joy. Once you get the hang of it, it can also become one of the best parts of operating your business.

After reviewing how I went about it, I realized a couple of things. First, there are patterns for success, regardless of your industry.

Second, reaching out to others can require you to be BRAVE™ as it did for me. I created BRAVE™ to share the insights I attained over the years with my clients and community. There is so much more, and that's why I believe **Tribeworking Not Networking: Five Steps to a Booming Business, Career and Success** is a lifelong journey. We, in fact, need to learn how to do some of these things in creative ways such as using video, phone or socially distanced walks. In the words of my mentor, Dr. Jackie Martin, "We're here on this planet to do two things: to learn and to teach." With that, keep growing, learning and teaching.





PART 1: BOLDLY and STRATEGICALLY CONNECT

There are three things to consider as you discover how to crack the code of meeting the people who you can serve and support. First, figure out who your ideal clients are. Second, learn where you'd like to serve and offer your services to grow your and others' businesses and to give back. Last, see where *you* can build community.

Your Ideal Clients are Looking for You

Believe it or not, the people you are meant to serve are looking for you. According to the authors of *Attracting Perfect Customers*,¹ when you slow down and stay centered in your message, you shine bright like a lighthouse, guiding your perfect customers to you. "Instead of looking for customers, we should focus on how they can find you faster." Part of this comes from getting clear on which clients fit perfectly with the products, services and philosophy that your company offers.

Consider the general characteristics your clients may have from being in a certain industry, being entrepreneurs, being involved with their families, in the community, etc. You can also consider more specific types of clients regarding age, background, lifestyle, etc. For each perfect client, think about what drives and interests the person. What challenges does the person face in his/her business? What strengths do they want to build on? How can you help with these challenges?

Next, think about where these perfect clients spend their time. Also, which types of service providers also serve this client? A big part of meeting your customers is building high quality relationships with those who serve them, so referrals can follow effortlessly.

Where Can you Serve?

Once you begin tribeworking, you will learn that you can be busy every day with an event, even in our new online world. The question is how you maximize the chances of meeting those you can serve best. Below are some ideas of where you can get involved. The best way to go about this is to find organizations that inspire you and are filled with like-minded people who share your values. All of these ideas can be applied to online events as well as connecting with others via Zoom.

¹ Hall, St. & Brogniez, J. *Attracting Perfect Customers*.



- Go to fundraisers for nonprofits your friends and colleagues support – if the cause inspires you. These are natural settings for meeting new people in a more relaxed setting.
- Volunteer for a cause you believe in.
- Get on a nonprofit or industry organization’s board of directors.
- Join a group that meets regularly for the purpose of developing business relationships and ultimately, referrals. Go a few times to observe how people show up. Learn what they value, how inclusive they are and how inspired you feel as you exit. Do you feel comfortable meeting members outside of the group? Do they have appropriate professional behavior? Do they have a growth mindset? Determine what other values are important to you and if this group generally shares them.

Several years ago, I became involved in the local chapter of Room to Read, a global nonprofit that helps build schools and libraries in developing countries, particularly where schooling for girls ends after grade school. I was inspired to do this work because educating girls helps them go to college, versus getting forced to work on the family farm and getting married early, thus repeating the cycle of poverty. Helping send these girls to school was so important to me that my team of volunteers and I hosted events and raised awareness and funds. As our team collaborated and had events at local restaurants, I built inviting my community into my outreach plan. One colleague saw how passionately I spoke about the organization and asked if I give talks to companies. As a result, he referred me to speak to his CEOs, and I ended up helping one of them improve his company’s leadership and culture.

Through doing work I was passionate about, I attracted a like-minded person who thought I’d be a good match for his group.

Where Can You Build Community?

You don’t have to rely on what’s already out there, you can get creative and create your own groups. I have created my own groups over the years, whether it was a group of four ladies supporting each other’s goals, a mixed group of service providers or a group of talented female professionals at the top of their games. This is your chance to get creative and bring energy to people who are hungry to meet and grow with others.

Did You Know?

Leaders who are well connected to their colleagues earn higher salaries and more promotions and career advancement.

- Get to know your peers, colleagues from other departments and those in sister companies.
- Learn how all the functions work together. Use this knowledge to lead cross-functional teams that collaborate to increase innovation and potential new services to your customers.
- Attend company functions as well as the optional gatherings.
- Volunteer for cross-functional projects.

Your Next Steps

Consider the following exercises in the next week as you consider how you can meet the right people who you can serve.



1. **Describe your ideal client.** Where does she/he spend time? What groups are they interested in? What is important to them? As you come up with the different qualities, ask yourself if you have those qualities or if you can work on developing those qualities because like attracts like and you want to be who you want to attract.
2. **Consider what groups you can join.** It could be an industry group, a “networking group” or a group you can serve in your area of expertise. Think about what nonprofits in town inspire you. Ask your colleagues what groups they are in.
3. **Identify and build relationships with professionals who share your target market.** Make sure that colleagues who serve your type of client understand your services as you would understand what they do. When the time and situation is appropriate, refer clients to these trusted and talented professionals generously.
4. **Create your own community.** Think about what group of people you’d love to bring together so you can create a community. A fun new idea can be to schedule a Zoom chat with two of your contacts who have not yet met but you believe can help one another. The three-person chat can have a unique and fun feeling to it, compared to a two-person chat, especially if you and your colleague are up to speed with what the other is doing. Invite your colleagues and contacts to do the same.





PART 2: REACH OUT REGULARLY

Research shows that it takes seven “touches” for someone to become interested in working with you the first time – and probably something like that for re-engaging you. These touches can include an introductory email, a follow-up call, a coffee, another call (perhaps virtually), emailing information, sending a book recommendation, connecting on social media, etc. In our fast-paced world of email, text, instant messaging and social media, our attention is being pulled in many different directions. How can we connect in meaningful and memorable ways? By spending quality time, in person or online, with potential colleagues, referral partners and clients.

How much quality time and how to spend the time wisely? A University of Kansas study² found that it takes 50 hours of quality time together to make a friend, 50 hours to go from acquaintance to friend, 90 hours to go from friend to good friend and 200 hours to go from good friend to bestie. You can apply this point of reference to how you spend time with those you want to connect with intently and joyously. Three things you can consider are how to show up regularly for the relationships you want to nurture, show appreciation and follow the thread.

There You Are!

Your first step is to show up where those you want to meet spend their time. If your future colleagues are on LinkedIn, make sure your profile, picture and testimonials are fresh and inspiring. Take the time to comment on others’ wins and good news. If your colleagues are on Instagram or Facebook, make sure to actively post relevant material for them to see. Create memorable articles that you send out on a regular basis. Other ways to connect include:

- Writing blogs about trends and important ways your audience can grow.
- Remembering where you left off and jot down notes in your CRM (customer relationship management) software or spreadsheet so you remember details such as what the person is working on, triumphs, struggles, etc.) for when you next talk to this person.
- Meeting for coffee, meals, happy hour, etc. This can be done virtually, too.

I Appreciate You

For those of you who have referral partners and clients you’ve engaged with, take the time to show them how much you appreciate them. Send notes during the holidays and special occasions. Make your

² Retrieved on January 21, 2020 from: <https://phys.org/news/2018-03-reveals-hours-friend.html>



client gifts special and relevant to them. Tell them why they are your perfect clients and what you appreciate about them.

When you meet that person, whether in the same room or virtually, ask coaching questions to discover what is important to them. It can be part of your process with connecting and reconnecting with anyone. These can include asking them:

- “What you are working on?”
- “What inspires you in your work, and what would success look like for you?”
- “What advice or resources are you looking for?”
- “Who would be a perfect introduction for you?”

We’re All Connected: Follow the Thread

Some of the best connections I’ve made have been when I followed the thread. For example, I found and hired a website designer this way: My friend Scott introduced me to Sheri, who introduced me to Liz, who introduced me to Juliet. Four connections to find success. Along the way, I helped the others I met either by making great connections or sharing resources.

Your Next Steps

1. Make a list of key clients you’ve worked with. If your business is new, make a list of contacts that have seen your great work, in any field you were in. Make a plan to connect for a virtual coffee or chat.
2. Write a list of questions to ask your connections to better understand what they are proud of, what they are working on and how you can help them.
3. Decide on one or two ways you can keep in touch regularly with all your contacts. Examples are blogs, writing on LinkedIn and hosting events, virtual or otherwise.





Abundantly and Generously Serve Others

PART 3: ABUNDANTLY and GENEROUSLY SERVE OTHERS

Having an abundance mindset centers on believing that there is enough to go around for everyone. Enough clients, enough resources, enough _____. It is also about thinking of what you do want versus what you don't want. It is about helping others and not expecting anything in return. It is about assuming positive intent about others' unexpected or undesirable behaviors rather than immediately jumping to conclusions and judgments. It sounds so easy and lovely, doesn't it? It is obviously not so simple if you have been burned or hurt by others. It may also require you to rewire your brain toward the positive. Psychologist Rick Hanson has found that our brain is actually wired more toward the negative and that it takes extra work and emotional/mental/psychic energy to rewire it toward the positive.

Stephen Covey's Abundance Mentality flows from a deep inner sense of personal worth and feeling secure about yourself. When you have this life view, you will come from a place of openness, curiosity and creativity. You will share resources and introductions freely – believing that you will connect to those you are meant to connect with.

Another way to look at it is by comparing it to its opposite: the Scarcity Mindset. When you have this, you believe that there are not enough resources, clients or _____. Covey said this mindset would make you compete for available resources, even when there is an abundance of them. You will also feel suspicious of others' intentions, and anxious and envious of others' successes. It doesn't seem very joyful, does it? It may be hard to admit if you have these feelings on occasion.

If you find yourself feeling the greens of envy, it's important to catch yourself and rewire your brain to go from self-doubt, lack of confidence and despair (which are roots of envy) to joy, admiration and giving positive vibes to the person. Imagine if you see someone who has what you want (their own business, a great family, fantastic physique, etc.). If you were to send positive vibes and "good for you's" instead of comparing yourself and telling yourself you're not good enough, you will feel better. You will be sending appreciation and admiration toward the person instead of envy and bad vibes. Reframe, "I'll never have that," to "I will work on having that in my life – what an inspiration!" Viewing the world as abundant means you are being positive. You are seeing other's hard work. The more you give, the more you will receive.



Several years ago, I interviewed nine of San Diego's most admired CEOs³. One of the questions I asked them was about their views on the competition. The responses ranged from "know what they are doing but don't get fixated" to "I keep in touch with them on occasion and we share information. You can learn a lot from one another."

We can think of those in our space, who are serving our clients in a negative way. Here are some examples of how you can reframe messages you send to yourself so you can rewire your brain toward the positive:

Scarcity: There are not enough clients to go around.

Abundance: There are plenty of clients and I need to get clear on how to attract them

Scarcity: All potential clients are liars just out to compare prices.

Abundance: People want to buy. I need to learn what each prospect needs and if I'm the perfect person to deliver it.

Scarcity: The competition can run you out of business.

Abundance: I will listen to clients and my board of advisors so I can keep innovating and offering great products and services to my clients.

Living with abundance is a mindset and a lifestyle. I practice it with the little things like chatting with the grocery store clerk and the coffee clerk, and smiling at those I pass by. In the bigger ways, I've shared key intelligence and resources with anyone who needs it, including those who work in my space (notice I didn't say competitors in this context). When it comes to people in your space, you can often collaborate with one another on projects. You can also become friends because you have something so big in common. Why do this? Why not? I believe each person is doing his/her best to serve customers, make a difference and support their family. I want to see people succeed.

Here are some potential ideas you may want to embrace.

- Show gratitude for those in your life. Not just for big things, but also the little things.
- When faced with a problem, take a deep breath and don't react. Breathe and remind yourself that you will be able to handle whatever the world throws at you.
- Make a list of your amazing qualities and refer to them during tough times.
- Remind yourself to reframe to the positive when you see a negativity spiral beginning. Share the concept of an abundance mindset with your loved ones and valued colleagues and ask if you can remind each other when either of you is becoming negative.
- Surround yourself with people who share your values.

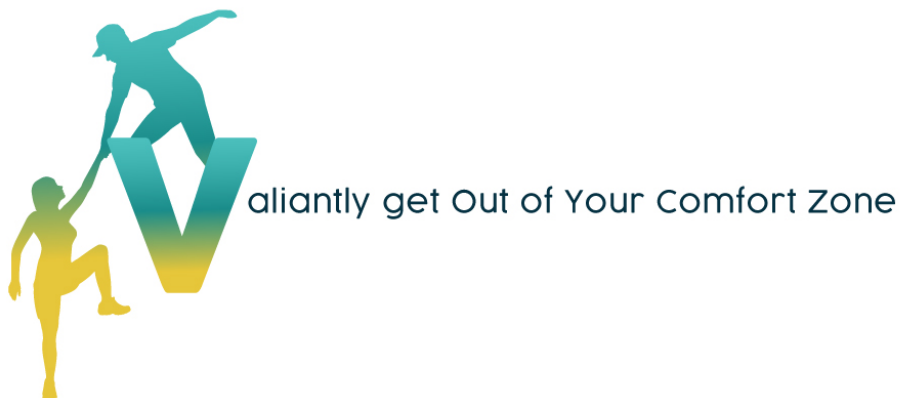
³ As identified by the *San Diego Business Journal*: <https://strategymeetsperformance.com/category/most-admired-ceos/>
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Your Next Steps

1. Make a list of all the ways you live with an abundance mindset.
2. Make a list of 20 qualities you appreciate about yourself.
3. Use this affirmation: "I show appreciation to others by..."
4. Identify and be aware of situations that move you toward a scarcity mindset (list the ways and the situations).
5. Think about someone you admire, the things you admire about him/her and send appreciation for these things.
6. Use this affirmation: "I can reframe situations that are challenging for me." Give at least two examples.
7. Complete this statement: "If I lived more in abundance, I would start..."
8. Determine ways you can practice living in abundance in your daily life, and then do them!





Part 4: VALIANTLY GET OUT of YOUR COMFORT ZONE

You never know what's going to happen when you get out of the house!

I cannot count how many times in the last 10 years I've pushed myself out of my comfort zone. On the inside I may have been screaming, "No, no, I don't want this! I just want to go home! Why am I torturing myself?" But on the outside, I was confidently walking into a room of strangers, putting on my best face and walking on stages to speak. I was also convincing myself to share my authentic self in my in-person and online talks. Being a private person who has never been a part of Facebook, I found it so hard to open up in new ways by expressing myself on LinkedIn and Instagram. Now, I sort of love it.

A comfort zone can be seen in different ways. It can be passive mastery, where you are so good at what you do that it comes effortlessly. Think Malcolm Gladwell's 10,000-Hour Rule and the fruits of those efforts. It can also mean sticking with what you know and what you are good at.

When you are in your comfort zone, you feel safe or at ease with little pressure. You are in a situation in which your ability and determination are not being tested.

If I were to think of some metaphors, they could include taking the same route home, making the same foods, going to the same places, hanging out with the same people and doing the same things, like sitting on the same spot on your couch with your awesome couch blanket. All fine.

Routine is comforting, and we know what we're getting. Why stop what works? I order the same thing when I get Thai food once a month. I tried the other items but went with what I know and like, no matter how much a certain somebody makes fun of me.

The definitions all point toward comfort, safety and lack of pressure or tension. Where we may need to inch out of the warm, cozy comfort zone is when we want new results. If you are not finding the jobs colleagues or clients you want to serve and be around, it may be time to move yourself in a direction that may not be immediately comfortable.



When it comes to tribeworking, if you want to get to the joy part, you need to have intent and try new ways of showing up and actually show up.

I will share three ways to prepare to get out of your comfort zone so you can meet some great people and grow yourself, your business and contribute to others' growth. These are to know your brand and decide how you want to show up, in person and online.

Know Your Brand

Your brand is how people view you and what they generally understand to be your strengths, purpose, and points of view. It is important that this brand is consistent across platforms that are visible to the public. It's one thing to have one social media platform be private for close family and friends and another to have a consistent image across other platforms.

When you become clear on your brand, you are able to share with the world who you and what you are here to do. For some of you, it may be a challenging exercise to think it through on your own. If that's the case, talk to those who know you and your services well and ask what benefits they have received or think they would receive from you. What questions do they have about what you do that may not be clear? If you take it a step at a time, this can be an energizing exercise. Note that it's not a one-time exercise, either. Review your brand every 3-5 years to examine if it needs to be updated to match your evolution and that of your business.

Creating your personal and company brand can be its own five-part series, and in the spirit of staying high level, here are some great questions Chief Outsiders⁴ has created to get you started:

1. Who are my customers?
2. What customers do I want to have?
3. Who are my competitors?
4. What is my competitors' brand position?
5. What problem does my company solve? Does anybody care?
6. What is my value proposition? Is it distinctive? Is it relevant to my customers?
7. When people think about my company or product, what are the feelings and associations I want them to have? Are they unique? Can I "own" them?
8. What are the functional benefits that we deliver to our customers?
9. What are the emotional benefits that only we deliver to our customers?
10. What kind of personality will my brand have?

Make sure this brand is consistent across platforms and how you show up in person. Use this exercise as an opportunity to get clear on the benefits of your services.

⁴ "10 Questions You Need to Ask when Building a Brand." Retrieved from <https://www.chiefoutsiders.com/blog/bid/91492/10-questions-you-need-to-ask-when-building-a-brand>



How Will You Show Up in Person?

I have had many clients over the years who absolutely dread in-person business socializing events. The tips below are a combination of my experiences and new things clients tried so they could show up present and engaged.

Remember, you never know what's going to happen when you get out of the house, so make sure to be prepared.

The first tip is to "fix your face" and be ready for anything.

Several years ago, I worked with a client in Mexico City. At the conclusion of the third day, after I finished all my follow-up emails, I went to bed at 2 a.m. In the spirit of appreciating culture and adventure, I had booked a day tour for the next day. I got on the bus at 8 a.m., sat in the back, pulled my hoodie over my head and took a nap. Tired face. Eyes hurting. After an hour, I heard different languages on the bus. Spanish of course, German ... and what's that? English. Great, I'll make sure to chat with the Americans at some point.

At 10 a.m., the van stopped for a coffee break. Fix your face, I told myself. I could have told myself, "You're on a much needed vacay. Who cares?" But you never know. I combed my disheveled hair, put on a smile and exited the bus. One of the Americans, Manny, came up to me and started chatting.

"What's your name? What do you do?"

"I work with CEOs and their leaders to create strong, engaging cultures."

His eyes widened. "Tell me more. How do you do it?"

"I help manage change during transitions. I am a coach for high performers who are trying to grow quickly, and for those who need to work on a specific area."

His smile broadened. "I've been looking for someone just like you." Glad I fixed my face.

This ability to be agile and present in the moment helped me connect with Manny, who later introduced me to his CEO. I was able to do some great work with him and his company, all because I was willing to be present. Imagine if I'd kept the hoodie on, shuffled past everyone and spoke in grunts. It sounds so obvious, but it may not be in the moment.

Remember that we have about seven seconds to make a first impression. How do you make those seven seconds count?

- Do you stand up to greet someone?
- Do you make eye contact?



- Do you smile?
- Do you project energy? Do you seem fun?
- Do you offer an “elbow touch” or bow to acknowledge someone? I predict that even a year or two after we’ve gotten a handle on the pandemic, we will need to express our respect in new ways that others will find comfortable.

Or are you texting? Does your face seem uninterested? Are you giving an awkward elevator speech or making authentic connections? Once we’ve made a poor first impression, it takes even more times to change it – something most of us will not get an opportunity to do.

I’ve had clients who have shared with me that going to company events and external events feel awkward. “There are so many people and I don’t know where to start.” Many clients have shared that they hate to chitchat. “Why all the small talk? Ugh.”

It is important to note that if you have introverted energy and enjoy small groups and intimate conversations, you’ll have to make some adjustments to how you show up at events. If you are extroverted and get energy from being around people, it can be easier for you. If you are an introvert, the tips below will help you take it one step at a time. If you are an extrovert, you will be able to connect better because you will start to see things from their perspective. Know that either way, many people may feel less than confident walking into business socializing events.

- Prepare for events when possible and read up on attendees when there is information about them. You can connect beforehand on social media to break the ice.
- Go early and become part of the welcoming committee.
- Learn to see chitchat as just breaking the ice. Think of talking about the venue, the weather or the group as a warmup to help you dive into something deeper and more interesting. You’ve got to start somewhere, right?
- Be gracious with others who feel awkward. If a conversation has run its course, instead of saying, “Nice meeting you,” and walking away, try to introduce the person to someone else. Or if you go to get food or beverages, invite the person to join you. Or bring the person into your next conversation, get the person engaged and then leave. Make sure to check back at a later time. You have no idea how helpful this is for people who don’t always feel comfortable at big events.
- Remember, you only need to make one connection at a time.

Another way you can be BRAVE™ is by letting your authentic self shine. Share your stories, challenges and all. Being a private person, I used to think it would be indulgent and strange to share my stories of how I was able to fight through and prevail over my challenges. In reality, people appreciate it and want to know more about you. Remember this when you are meeting others, giving talks or connecting with others online.



How Will You Show Up Online?

When it comes to social media, it seems like most people are pretty comfortable putting their brand and lives out there. Not all of us. It took a lot of work for me to get comfortable sharing my life online. I've always enjoyed LinkedIn because it is business focused. I've never been on Facebook and reluctantly joined Instagram several years ago because of my love for photography. Being on social media not only helps extend your reach, it helps express who you are. It's best to engage in social media in a way that is authentic to you.

It is a way people check up to see who you are. First they Google you, then they look at your website and social media sites. They want to know what you are about and what you have to say. Are you consistent with your messaging? Are you interesting? Do you appear competent?

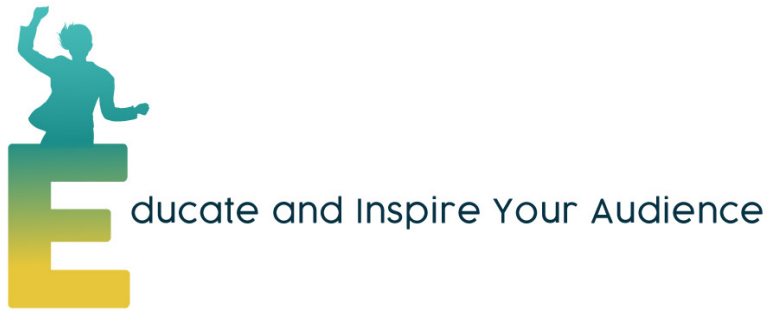
Other ways to express who you are online is to seek testimonials that demonstrate your value. Even after a client or colleague agrees to write a testimonial, there will be a lot of follow-up to make sure it happens and shows up online. This is where you need to be brave and keep following up until you close the loop.

Make sure your website and photos are recent and your accomplishments and services are clear. Joining groups will also help you connect with others.

Your Next Steps

1. Write: "I will do the following to better connect with others in person: _____."
2. Write a list of your accomplishments and keep them handy to refer to.
3. Use this affirmation: "I will be BRAVE enough to ask my past clients for testimonials."
4. Ensure that your social media reflects who you are and what you're here to do by making updates. List those updates.





Part 5: **EDUCATE** and **INSPIRE YOUR AUDIENCE**

Your “ikigai” is the point where a number of aspects come together. It is where your passion, mission, craft and calling intersect.

Ikigai is a Japanese concept for “your reason to get out of bed in the morning.” In French, it is called “raison d’être,” or your reason for being or existing. Ikigai is a combination of the words “iki,” which means life or living, and the word “kai” (pronounced as “gai”), which represents value, effect, result or usefulness. The four circles represent:

1. What you love
2. What you are good at
3. What the world needs
4. What you are/could be paid for

How does this relate to educating and inspiring your audience? First, what you create can be based on that which you love, are good at, the world needs and can serve your potential clients. Many business books share that educating your audience is a critical tool to helping them learn how they can be more effective in their areas of interest. It also gives you a natural and organic way to connect, whether you are giving a talk (in person or online), writing articles, creating videos or participating in podcasts, among the many ways to reach out.



Before you create a body of work for your audience, it is important to go through the BRAVE model.

Boldly and Strategically Connect – Serve and build community: Who is your audience and what do they want to learn about? What inspires them? What information do they need?

Reach out Regularly – In what forum can you regularly provide them with these learnings?

Abundantly and Generously Serve Others – How can you share these learnings with the world?

Valiantly Get Out of Your Comfort Zone – What new things will you have to do or create to deliver this learning?

Educate and Inspire Your Audience – Ask yourself: “How can I tell them who I am, what I value and what I am here to do in this world? How can I get them to follow me?”

Here are some ways you can educate and inspire your audience:

- Give book recommendations
- Write blogs and articles
- Talk about what inspires you
- Work through your challenges and then help others do it
- Partner with others
- Host talks
- Survey people to learn what is important to them
- Create something new and different

Your Next Steps

Write out the following 10 sentences:

What I Love

1. I am obsessed with and can't stop thinking about _____.
2. I love quotes about _____.
3. Friends send me books about _____.
4. I seek research on _____.

What I'm Good At

5. My talents lie in _____.
6. I serve people best when I'm _____.
7. I thrive when I'm _____.

What the World Needs

8. I believe my current and potential clients are interested in _____.
9. Information on _____ would make my current and potential client's lives better.
10. I've created magic with my clients when I shared _____ with them.



BRAVE is my five-step process that can support building better business relationships. But perhaps more importantly, it can help you build a community of like-minded people who will support you -- and you them -- in everything you do in business and beyond.

