

How to Use Relationships to
Build Your Business

The Eight P's



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1 POSITIVITY

2 PRESENT

3 PREPARED

4 PERSISTENCE

5 PRESS IN

6 POUR IN

7 PRIORITIZE

8 PERFORM

The SIDECAR team has identified eight core principles to strengthen your connectivity in your practice. Improving your connectivity will enhance the impact you make on your community and build your role as a thought leader. With a more connected mindset, you can grow your likeability, scale your business and ultimately increase your affluence.

The eight Ps of connectivity include: Positivity, Present, Prepared, Persistence, Press In, Pour In, Perform, and Prioritize.



Positivity

A positive attitude is the critical first step for connecting with others. Your attitude determines your altitude, and your gratitude determines your attitude. The level of success you achieve hinges on your ability to remain positive in all circumstances. You want to be the person who lights up a room when you enter it, not when you leave it. You need to commit to embodying enthusiasm in everything you do.

Commit to yourself right now to eliminating negativity and embracing positivity. Stop blaming others, and take responsibility for everything that happens, remembering that nothing in this world happens not to you but because of you! Some tangible actions you can take to increase your positivity include smiling, dressing for success, staying well-groomed and living out loud with purpose, passion and discipline. A life of affluence begins with a positive attitude!



Present

“Be where your feet are,” Nick Saban, the head coach of the Alabama Crimson Tide football team famously says. Being present is disciplining yourself to wholeheartedly focus on the one task in front of you. We humans think we can multi-task, but multi-tasking is nothing more than an illusion. The truth is we struggle to have enough time to complete one task, let alone two or more! Multi-tasking places us at risk for creating substandard results. Developing the discipline to stay focused on the person in front of us creates connectivity.

Have you ever been talking with someone at a party who is busy looking around and seems to be only half engaged in the conversation? How did that make you feel? Learn to live in the moment. This is a crucial point, and it's not easy to achieve. Many of us tend to worry or get stuck in our regrets or our dreams. We spend far too much time living in the past or the future rather than focusing on the current moment. If you want to connect deeper with people, learn the art of being present.



Prepared

Preparation builds connectivity. You may have heard the phrase, “Luck is what happens when preparation meets opportunity.” You become prepared when you master your ability to communicate. Communication mastery is vital to connecting with people. Communication involves three components: self-awareness, recognition of others, and the ability to adapt our communication to the people we encounter.

Self-awareness involves possessing a conscious knowledge of your own character, feelings, motives and desires. It creates personal accountability, confidence and clear expectations of how to prepare for serving others. Once you have a clear understanding of yourself, you can recognize the behaviors, needs, wants and desires of others.

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Recognizing others requires an understanding of human behavior. No two people behave in the same way, but humans possess similar universal behavioral styles that we can study. At SIDECAR, we believe it is vital to learn the art of human behavior. In fact, we have an entire Communication Mastery course in our OVERDRIVE product that helps you identify everything you need to know about communicating.

Lastly, self-awareness coupled with the ability to recognize others prepares you to adapt and communicate according to the people you are with. If you understand how you and others communicate, you can make the necessary adaptations for the optimal level of connection. By adjusting your communication style to fit others, you create connectivity.



Persistence

“Paralyze resistance with persistence,” Woody Hayes said. Becoming a master of connecting with people requires persistence. To develop persistence, you first must commit. Commit to the process that will increase your connectivity. The persistence process for connecting with people includes becoming involved in your community, serving on boards, visiting coffee shops, engaging with waiters and waitresses, serving at your school or church, nesting in local business establishments, giving value-added talks to any group that will listen to your story and much more. Take a genuine interest in the area where you live, and be a part of your community.

Stop sitting idle in your office or at your home. Persist in getting to know as many people as you can. Engage with people! Focus on others rather than yourself. You must practice persistence day in and day out. Winners do daily what others do occasionally!



Press In

If you are going to connect with people, you will need to be willing to press in, which means you take responsibility for your half of the relationship. Pressing in requires a high level of accountability for your actions, your thoughts, your success and your failures. Pressing in and being accountable for your relationships helps develop the skill set of being contactable. When you are contactable, you intentionally press in to widen your circle of influence. If you want to have more impact, scale your business and enjoy deeper relationships, pressing in will be vital to your success. Pressing in requires hustle, for you will need to hustle for what you want!

One of the most common characteristics of successful people is their ability to hustle relentlessly. People with hustle aren't scared of the invisible or the uncomfortable, and they are not afraid of making themselves vulnerable. Learn to press in, and your ability to connect with more people will soar!



Pour In

To pour in requires you to serve and lead with your heart. You must be willing to give above and beyond yourself in order to enhance your connectivity. Become a servant leader in your business, your home, your church and your community, and focus on what you can do to help others. The only way to truly receive is first to give with no strings attached.

One of the best examples of pouring in is when Jesus humbled himself to wash his disciples' feet. He did not have to do this based upon who He was, but He did this act as an example of what true servant leadership looks like. So instead of seeking a title, use Jesus' example, and pick up a towel instead.



Prioritize

To increase your connectivity, you will need to prioritize your life. For some of you, this may include adding certain things to your life. However, for most of you, prioritizing requires subtracting the unnecessary things out of your life. Success is about subtracting! Unfortunately, subtracting is much harder than adding. It is easy to pick up something new or try a quick-fix option for eliminating. People experience greater difficulty with shedding something that has been with you forever and has grown into a bad habit.

The concept of essentialism teaches that to increase your impact and connectivity, you must prioritize the items that you truly do well and eliminate the rest from your life.



Perform

We finally get to the connecting. Think of every opportunity you have to connect as a performance, and think of each performance as a dance. Connecting with whomever stands in front of you is your time to shine. You have put the work in, and you are prepared. The only thing left for you to do is dance! Put yourself out there, and display your talent on the grand stage. The performance is a culmination of all the previous principles. This is what you are working toward!



Connect

All of these principles will allow you to connect with more people and increase your impact. They will require diligence on your part, and some areas will challenge you more than others. However, if any of these principles inspired you, then you have what it takes. Use that fire inside you to develop yourself into a master communicator. Start connecting so you can change more lives.

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