**Are You Living Your Purpose**

Sharing by Joo Hock (based on Buckminister Fuller’s law of Precession), with insights from the group

Edits & Write-up by Shamantha Yan

We need to realize the limitations of looking at things individually, and there is more to gain when looking at it within its context, and as part of a larger system. When we begin to expand the lens through which we view the world, we would begin to realize that the behavior of the whole system is not predictable by looking at each part individually. (Eg, Hydrogen and Oxygen individually have very different properties from Water (H20), which is a combination of both Hydrogen and Oxygen.) The synergy and structural stability created when the parts come together and interact is tremendous.

Life is a process of trial and error. As such we should not be fixated on looking at things from only one perspective. However, people fear failure and mistakes and are more inclined to stick to tried and tested ways; bounded by their perception of reality and assumptions of the things around them. We need to constantly explore and discover the synergy of things around us. As per the law of precession, for every action taken, there will be a side effect arising at 90 degrees to the line of action.

**Examples:**

1. Relating it to honey bees, they spend their lives flying from flower to flower to collect nectar to make honey. They think that’s their purpose but their true (and much larger) purpose as defined by nature is to pollinate the flowers.

2. Relating it to a hammer throw, if we swing and let the hammer go eastwards, it would actually fly towards the north. The throw and impact are 90 degrees apart.

3. Relating to the existence of radio, refrigeration and the Internet, these were initially developed to support war communication and survival. However these have all since become products that are commonly used in the home front (its true purpose).

Relating these to our lives, Buckminister Fuller said that our job was not to make money but to add value to others (make money versus make sense). Instead of making money from money, moving paper from one desk to another, people should focus more on creating value and contributing to the life-support of other people. With that belief, he directed 55 years of his life towards focusing not on making money but on making the world work for total humanity without ecological offences or disadvantages to anyone. With the right focus, one will be able to seek and receive the required support and funding. Success is not measured by money but the extent to which we make the world a better place.

Precession only happens when one is in motion. Hence, to get things going, one requires commitment and taking initiative. One can anticipate trends, review the problems that people face and design solutions to address these. However, to make it work sufficiently well, there should be a free flow of resources coupled with unbiased judgment, without the influence of politics, power and other agenda.

**Application to our lives:**

1. We need to find a balance. We should not work only for money, and only for yourself and your family. We should also work for the benefit of others. Hence, no matter what job you are in, work out how you can add value in your spare time.

2. When we become fixated on doing something, sometimes we can lose sight of the larger purpose of what we want to achieve or other opportunities that come our way.

3. Learn to take action and make things happen. Don’t let failures, or problems hinder you.

4. There is more than one way to achieve our purpose. Don’t be stuck following someone else’s success story believing it is the only way to be fulfilled.

**Some Critique:**

1. If an individual’s basic needs were not met, would he or she still be able to contribute and add value to others? In survival mode, it may not be easy for someone to think of anything else other than making money to make ends meet.

2. Human beings are both rational and emotional as well as selfish beings. It is idealistic to assume that everyone will work harmoniously and collectively in a world with free flow of resources for the betterment of society. This is akin to game theory.

3. Buckminister Fuller seems to be in support of ideal communism but we’ve also seen how such societies eventually began to embrace capitalism.

**Recommended books / Reading / Activity from the session:**

1. Precession excerpt from book Critical Path by Buckminister Fuller

2. A man who believed in ManKind by Buckminister Fuller

**Analytics**

Sharing by Mohit, with insights from the group

Edits & Write-up by Shamantha Yan

**What is Analytics?**

It is the analysis and making sense of data to help us understand, explore, examine and uncover things such as behavior patterns for segmentation (Segment, target, positioning) and business purposes. It is the examination of a large amount of data to uncover hidden patterns and insights.

Data analytics is not a new concept. What is different, though, is the advancement of technology and the availability of more data than ever. Hence, the rise of Big Data and the need for more complex and advanced tools beyond excel spreadsheet to handle the data.

Yet, it is important to note that analytics is essentially a tool and it cannot make decisions for you. Data is put through a software with predefined parameters where it undergoes analysis. The data output allows us to zoom in on certain aspects of the data – patterns, outliers, new trends etc

**Use of Data Analytics**

There are many reasons why people conduct data analytics. Some examples include cost reduction, faster and better data management and profit increase, new product and services so as to remain competitive.

Data analysis was used in the 2011 movie Moneyball, and here is a classic example of how data is used in baseball to build a competitive baseball team. Based on the book by Michael Lewis in 2003, it demonstrated how a revenue-disadvantaged baseball team - Oakland Athletics won almost two-thirds of its games in 2001 by assembling a team based on analysis, evidence and a sabermetric approach. This reduced analytical errors and biases, and was drastically different from the subjective approach of the past. Instead of using one’s instinct or things like swing style and speed to decide the value of a player before buying the player, in-game activity and rigorous statistical analysis about player performance was measured to observe and determine performance consistency. Besides strategic decisions on player choice, data analysis was also applied in tactical decisions and other small but high impact changes such as habits of walking or getting a run.

There are many other used cases of analytics with commonly known ones being stock trading, finance, customer-service in the airline industry, and even shopping. In the case of shopping, our purchasing data – time date, items purchased are all collected and used to predict our next purchases. One other example worth mentioning is multi health system (MHS). They have assessment tools and methods that can analyse an individual’s behavior, and this is used to aid in a wide range of critical decision making processes. This includes helping parole boards determine who is granted release from incarceration. If a prisoner in the USA wants to be granted parole, they would need to obtain the approval / recommendation of MHS. It seems that MHS is able to analyse the prisoner’s behavior every

second, and know what they are doing.

Another example is that of driverless cars. Statistics show that two million people die in the USA as a result of car accidents. With driverless cars, it is hoped that this number will be reduced. Big data will be used to control self-driving vehicles. Traffic, environmental data, and data from car sensors will be used to monitor its position, proximity to pedestrians or other drivers, traffic guides, signals and more. This data driven approach to car transportation is meant to reduce human errors. With this, it is capable of generating even more data for further analysis. However, these are still machines and there are other ethical considerations that we need to concern ourselves with. After all, a self-driving car will not be able to make a decision to speed up if there is an urgent need to rush someone to the hospital. At this point, we then question if machines will overpower our decision-making abilities, our sense of control and us.

We’ve heard examples about how analytics have been used to decide the positioning of items like toothpaste and toothbrushes in the supermarkets to entice us to purchase both. This eventually led to the bundling of both items together. To what extent are we being influenced, persuaded and manipulated by the data output and to what extent are consumers able to be more mindful and not fall into purchasing traps?

**What does Analytics mean to us?**

For many of us, data is a double-edged sword. It empowers us and yet can be intimidating in its own right. It seems that analytics attempts to find a pattern to things. However, when it comes to predicting human behavior, it is undeniable that human behavior is unpredictable and we don’t always behave according to the statistics. Our behavior may also not be the best representative of the different thoughts and considerations that goes through our minds. To date, we still have very little knowledge of our brain. But we know that our thoughts show itself in the form of behavior. Just like behaviourism in psychology, analytics is the best tool that we have to make sense of human behavior and thoughts. Plenty of work is ongoing in this arena with IBM Watsons analytics.

On the other hand, what causes analytics to fail is the inaccuracy, elements of uncertainty and that it may not have included all factors into the equation. However, do we need 100% accuracy in all instances? Many of us just need some assistance with the data to guide us in decision-making. For example, the identification of an ideal job position to apply for, or the amount that a comedian (in Mumbai) should get paid in terms of the entertainment merit index.

Analytics remain a tool for us to use, and we cannot rely merely on it to make decisions. Some say that analytics provide people with a competitive advantage. However if everyone is now on an equal playing field, how do we continue to differentiate ourselves? In the end, it is about the way we make sense of and use the data as in the case of Alpha House’s failure versus House of Card’s success. Both drama series were created using analytics. In Alpha House’s case, they based it merely on the data and patterns of what people like to watch. In the case of House of Cards, it was not just based on that. Human experience was also key.

So, is there a need to fear Analytics? We only fear what we don’t know. Do we know what data is being collected and what companies do with the data?

**Recommended books / Reading / Activity from the session:**

1. Moneyball: The Art of Winning an Unfair Game by Michael Lewis

Themes explored in the book: Insiders vs. outsiders (established traditionalists vs. upstart

proponents of sabermetrics), the democratization of information causing a flattening of

hierarchies, and the ruthless drive for efficiency that capitalism demands.

2. Fooled by randomness: The Hidden Role of Chance in the Markets and in Life by Nassim Nicholas Taleb

This is regarding the Black Swan Theory which shows us the possibility to expect the impossible.

**Finding Your Motivation at Work**

Sharing by Shamantha, with insights from the group

Edits & Write-up by Shamantha Yan

**Overview**

We all have dreams, desires and an ever-growing wish list of things we want to do in this lifetime. How far are we from achieving them? Like everything else that we work towards, do we stop to think about what it is we are doing today that can help us reach these dreams? Are these dreams of ours a source of motivation for us at work? Or are there other underlying factors that play a bigger role in our working lives?

**Types of People at Work**

Work is such a big part of our everyday life. It’s our first life, our second home – and one that we share with so many different types of people. Have you ever stopped to think about these people that we see in our workplace everyday? They are just like us, working everyday, but each a different type. How many of the following describes who we tend to be at work? How many resemble someone you know? Why are some people the way they are at work? What drives them? Why are there distinct differences? Why are some so happy at work, and yet others not?

**Animal-like**

• Cats – people who look down on others

• Giraffe – looks far (but may not always be the right way)

• Birds – Free-spirited

• Butterfly – very sociable

• Chicken – one task/track mind

• Eagle – does not micromanage, gives others a chance to try and make mistake

• Narrow-minded people who don’t like to think out of the box

**Others**

• Fun loving

• Enthusiastic, driven

• Willing to help others

• Competitive

• High Energy

• Bureaucratic, follow rules

• Whiners, complainers

• Aggressive, vindictive, hateful

• Jaded, cynical

• Conscientious, head-down work hard

• ‘Just-a-job’

• Stressed

• Efficient and focused

Could this be explained by motivations? What is motivation? It is the reason/reasons for behaving or acting in a certain way. We ask ourselves, what gives us reason(s) to work or want to work?

**Why do we work?**

We work for a multitude of reasons, and this reason could differ for each individual. We could work for survival, to maintain a certain kind of lifestyle, for people or relationships, or self-fulfilment. When some of these reasons are not fulfilled, it comes as no surprise why people may choose to leave their jobs for something and somewhere hopefully better. Yet, if we compare this to career switch decisions made by individuals in 2015, these reasons alone do not seem to fully explain why people leave their jobs.

**Reasons we work**

- Something to do / boredom

- Pay bills, have money

- Sense of belonging

- Sense of being useful / being able to contribute(self-fulfilment)

- Impact others

- Pursue passion

- To have done something

- To be good at something to impact lives

- To be financially ready to have freedom

- To push self outside comfort zone

- To solve problems

- To work with and develop others

- Because everyone is doing it

- To be respected and not viewed ‘lazy’

- Because we fear the bad things of not working

- To be in the flow

- Because we love it

- To invest in oneself

We may all have some reasons or something we are working towards and for. However, after this first set of considerations and conditions have been met, other factors do actually kick in. These other factors can either facilitate or pose as an obstacle to us in striving for the final outcome. It can influence how we feel about the work and how we perform at work, giving us more or less reasons to do the work. It turns out that there are two other questions we need ask to dig deeper.

**What is the nature of work vis a vis our working style? What is the environment in which we prefer to work?**

Have you ever stopped to think about how you tend to work or prefer to work? Have you also reflected on the different things at work that keeps you engaged? What about the context and environment in which you were at your best? What was it like? What was the nature of your job? What changed? What were the organization’s expectations of you? What were your colleagues like? What did you celebrate? What were you proud of? If we do some soul searching and reflection, we might see some emerging patterns that relates to our work preferences and inclinations such that we say we are in the flow of things when these are aligned with our work. Conversely, what if we apply the same questions to the activities that we simply cannot bear to do? What do we observe? And for the jobs that we left, what was the final reason we gave to ourselves for leaving?

You might notice that we are all very different. If our reasons for work started off being very different, and we add further differences to it – such as the inclinations and preferred circumstances that keep us going, you can start to understand why we see different types of people at work. Some of us prefer autonomy, freedom and flexibility while others prefer structure, rules and procedures. Some of us love work diversity and constantly new challenges. Yet others prefer something more stable and predictable, and possibly even something more routine. Some of us take pride in being able to do something that no one else can do and being appreciated and recognized for it. Yet, some of us care more for the rewards. Some love to be with people, some just want to focus on the task. Some care about the company’s vision and mission while others care more for the company culture.

What type of person are you at work?

What do you care about?

Is your work environment and nature of work in alignment with your working style and preferences?

**Recommended books / Reading / Activity from the session:**

1. Quiet: The Power of Introverts in a World That Can't Stop Talking by Susan Cain

https://www.ted.com/talks/susan\_cain\_the\_power\_of\_introverts

http://www.quietrev.com/wp-content/uploads/2015/05/QR\_ebookMay8-2015.pdf

At least one-third of the people we know are introverts. They are the ones who prefer listening to speaking; who innovate and create but dislike self-promotion; who favor working on their own over working in teams. It is to introverts—Rosa Parks, Chopin, Dr. Seuss, Steve Wozniak—that we owe many of the great contributions to society.

2. Grunch of Giants by R. Buckminster Fuller

http://www.bobbygill.co.uk/grunch-of-giants-by-r-buckminster-fuller-pdf/

http://www.arvindguptatoys.com/arvindgupta/bucky-giants.pdf

Buckminster Fuller takes on the gigantic corporate megaliths that exert increasing control over every aspect of daily life. In the form of a modern allegory, he traces the evolution of these multinational giants from the post-World War II military-industrial complex to the current army of abstract legal entities known as the corporate world.

3. The One Thing: The Surprisingly Simple Truth Behind Extraordinary Results by Gary Keller and Jay Papasan

The One Thing explains the success habit to overcome the six lies that block our success, beat the seven thieves that steal time, and leverage the laws of purpose, priority, and productivity.

4. Jonathan Livingston Seagull: The New Complete edition by Richard Bach

Jonathan Seagull is a story for one who knows that somewhere there’s a higher way of living

than scuffing the tracks of others, someone who yearns to fly the way their own heart yearns to fly.

**How To Make A Difference**

Sharing by Ali, with insights from the group

Edits & Write-up by Shamantha Yan

**Overview**

We are born, filled with curiosity. Our desire to know drives us to experience, to touch, to taste and to do! We succeed or fail, get encouraged or scolded, and so we learn, modify, and sadly we develop beliefs. Time passes by, we get immersed in the routine of everyday life. Year after year, we practice the unfounded beliefs, the prison build by our own hands. Until we even forget that we "can" do what we "should" do.

To be a sun, or to be a shadow,

To be shining or to follow!

It is simply a matter of choice.

This session will not be a presentation or a lecture, but instead it will be a series of questions that we, together, will ponder upon. We are going to explore and learn "together", about the topic of "How to make a difference?"

**Introduction**

How do we learn something and remember it forever?

When were you most passionate about learning?

In most instances, it could be when you were in search for an answer and the person who had the answer made you think, create your own thoughts and triggered greater desire for more information. Hence, it is with the same approach that this session was conducted – to engage everyone in a discussion to extract information for learning.

**Defining Difference**

Before we can begin our discussion about How to Make A Difference, we need to understand that we all understand it the same way. Difference refers to a change in the routine (following what is usually done) of one’s / others’ life in an ethical manner

**Why do we need to make a Difference?**

There are many reasons to why people make a difference. It could be because they:

• are bored

• hold on to a different set of ideologies

• have new or better ideas to bring out change in doing the same work

• want to be the best of themselves

• want to do it for a social purpose

• want to make life better for others

• want to solve a need

• have a change of perspective

Making a difference can take on different approaches. For some, they begin with the end in mind. They may question their purpose on earth and the difference that they can make given what they have. For others, it is part of the journey. They make a difference when they spot the opportunity to do so. Yet, a difference can also take place without our realization. As we transition through the different stages of our lives, we are changing our routine. Many things such as our choice of friends, our experience, change of perspectives and reflection can influence it. Even when we decide to switch jobs or change the way we approach matters, we have chosen to make a difference in our own lives.

The quality of life we have or the impact we have made is measured not by the amount we earn but by the amount of change we make. All of us have our unique strengths and talents, which we can use to make a difference. Joseph Schooling made a difference with his, and his achievements gave people hope, and showed them what perseverance, grit and resilience meant.

Making a difference does not have to be on such a large scale. It can be small difference that we make, like reflecting on our experience and the way things have been done so far. Then, questioning what we do not enjoy about it and what we can change to make the experience a better one for ourselves, and for others involved. In the instance of learning, students prefer to be engaged in a discussion as it pikes their interest. The change in student engagement can lead to greater learning and make for a more meaningful teacher-student relationship.

We are all empowered to make a difference. However, sometimes we tend to think of the world as a box with boundaries. We see it as something that has been set for us and we simply follow the rules and embark on the common trajectory of life. Have we stopped to question who it was that made all these rules and boundaries? People who are just like us have made them. So let us not allow these to limit our abilities to create our own impact and change or shape the boundaries to make our lives positively different.

**Tools to Make a Difference**

It is true that we can only give what we have, but we have plenty to give. This extends beyond material goods to knowledge, physical strength, words, love and more. We can also acquire things to give to make the difference that we want. For example, a lady discovered her ability to sense a change in behavior. She detected depression symptoms in people but was not adequately equipped to help. Thus she took up a counseling diploma.

Different tools that can help make a difference include:

- **Observation:** Ability to look for problems / patterns where we can make a difference.

**- Need:** A need can be a trigger for change

**- Empathy:** Ability to understand and see things from other people’s perspective to form the basis of change in their lives

**- Knowledge**

- Self confidence, self esteem

- Resilience, perseverance, will power

- Passion, desire, vision, strategy

- **Discipline:** To make things happen, time, effort and habit are often ingredients for success

- Patience

- Commitment

- Ambition, ideas, plan and a belief in success.

Resilience does not come with rationality and credibility. It comes with passion. With that, each failure is not considered a failure but a feedback for constant improvement. For these, we have plenty to learn from the likes of Thomas Edison and Steve Jobs, amongst many others.

**The 5 Things That You Must Have to Make a Difference**

1. Commitment

2. Passion (includes knowledge)

3. Ambition

4. Creativity – freedom of thought brings creativity

5. Presentation skills – to show what you created to others

Today is hard. Tomorrow is harder but the day after is beautiful. Think big and start small.

**Methods to Overcome Fears**

Sharing by Charlene, with insights from the group

Edits & Write-up by Shamantha Yan

**Overview**

Fear can be further understood as biological fear and learned fear, where the latter results in negative thoughts that are amplified in their minds. Some common fears that we have include:

• **Failure:** Usually for matters that are important for ourselves and caused by our high expectation of self

• **Judgment:** In Maslow’s hierarchy of needs, after we have met our lower level needs (physiological and security), the need for love, a sense of belonging and esteem then kicks in. It is that desire to belong and to have a sense of self worth that makes us more conscious of what people think of us.

**• Loss**

**• Height:** Underlying this is the fear of falling. For some of us, this could have been triggered by a prior experience such as falling down a flight of stairs when we were younger.

**• Darkness/Unknown:** We all like to be in control of events and situations. That could explain why when thrown into darkness or the unknown, the uncertainty paralyses us. In such instances, it really doesn’t help to have a vivid imagination. Our imaginations, powered by the things that we read, watch and hear can create plenty of unreal scary thoughts.

**• Sickness/Death:** We fear this on two accounts – the attachment we have with our loved ones which is closely linked to the fear of losing them, and the uncertainty of what lies beyond this life.

**Tips to Overcome Fear based on Personal Experience:**

Fear is not selfish, so everyone gets to have a taste of it in different ways. J How do we tackle it you may ask? In some sense, it is really a choice and a matter of perspective. We can continue to fear Fear itself, OR look at Fear in the face and thank it for giving us the opportunity to meet courage.

**1. Face Fear, Embrace it**

If we take flight from it, it’d only come back to haunt us later. Sometimes, fear is derived from a past experience. Face it, recognize it and accept it. Fight it with confidence. Usually, that comes with sufficient reflection (what happened, why did it happen, how can we prevent it), preparation, homework and research. Whatever that doesn’t kill us will make us stronger.

**2. Oppose Fear**

Resist fear and it’d flee. Don’t give fear a chance to manifest in our minds. Fear exists in our

minds because we allow it to. Question its existence and move that emotion towards the

sphere of logic. What is the worst thing that can happen? Find the underlying reason using the so-what strategy. If we ask ourselves so-what many times; that can help us question the basis of our fear. That will then help us address it at the root.

**3. Remain undaunted in the face of fear**

We can’t entirely chase the butterflies away but we can learn to manage it by keeping calm and being at peace with ourselves. Meditation and focus helps with this. Get the butterflies aligned to fly in one direction out of our stomach.

**4. Get Assurance**

We don’t have to face fear alone. We can always seek support from family, friends or like-

minded individuals. It’s important to ensure that we cultivate the right relationships to provide us with emotional support.

**5. Guts**

Somewhere deep down in us, we have a sense of belief plus a tinge of impulse that has been masked. Try and find the inner motivation or underlying reason to push yourself through. Summon the guts to just do it!

**6. Endurance**

Fear will not be defeated overnight, but no battle is won without a fight. Sometimes it boils

down to endurance and who can hold it out for a longer period. So, don’t give up and just keep holding on! Practice makes perfect.

**7. Have greater belief in ourselves**

It is true that we like to have control and full certainty of situations. However that will not

always happen. There are too many factors at play and we can only make the best out of each situation. We are usually our only obstacle and enemy and we may beat ourselves up thinking we are not able to handle it. Don’t underestimate yourself, because if not you, then who?

**8. Reframe the situation, change your perspective**

Our reaction, behavior and response are usually shaped by our thoughts. If we think we are

afraid, that choice of words will tell our mind how to react. So think differently! Instead of

focusing on all the negative things, start to look for the positives! Or, frame the negative

thoughts into questions - “How might we prevent that?” Doing so will lay the foundation for a solution-driven approach. It is sometimes easier to deal with logic than with emotions.

**9. Thinking of Fear as a necessary evil**

Fear is not a bad thing. It can be instinctive fear that helps ensure our survival. Fear can create stress, which induces action on our part to help us through danger. It can also help us to measure the risk involved so as to make better and safer decisions.

**10. What you fear: Perception or Reality**

We fear because we tend to imagine all the worst-case scenarios happening - What if this

happens and I can’t handle it? What if that happens and we don’t have a back-up plan? What if people laugh at me? If we allow that to manifest in our mind, fear can paralyze us and prevent us from taking the next step. Is this what you really want? Begin with the end in mind, and ask yourself what it is you truly wish to achieve. There can be plenty to fear, but don’t let that hinder your progress. Instead, ask yourself what is the likelihood of that happening, and perhaps focus on preparing yourself for such instances (risk management). If your fear does indeed materialize, just focus on finding a way around it.

**11. Remember our Success**

Bad news and bad events attract us. We always tend to remember every negative event in our lives. How about starting to remember our success and what it feels like? There could be that one instance when you did really well in something, which you were so fearful of. Recall what you did, how you did it and what it felt like. Capture and recreate that mental image of success. Don’t underestimate the power of visualization. That could give you strength and confidence.

**12. Work on our strengths**

We are not doing ourselves sufficient justice if we continue to work on our weakness instead of our strengths. Work through our strengths to overcome the shortfalls of our weakness.

**13. Picture Fear as an object**

Picture fear as an object. Decolorize it and imagine it shrinking. Alternatively, frame fear

between your index and thumb of both hands. Then as you move it away from you, make a

‘woosh’ sound. Realise that fear was amplified in our minds by us and we can reduce it. Don’t give fear too much attention. Fear is not as big as you imagine it to be. Now, you can take control of it.

**Recommended books / Reading from the session:**

1. Psycho Cybernetics by Maxwell Maltz

(http://mastertext.spb.ru/pics/Psycho-Cybernetics.pdf)

This is about a plastic surgeon who helped people change their mentality and adopt more

positive views of themselves.

**Always be Starting and Always be Closing**

Sharing by Lynette, with insights from the group

Edits & Write-up by Shamantha Yan

**Sales Tips Based on Personal Experience:**

**1. Be diplomatic, not tactless**

Where do we draw the line and just how far should we go when managing demanding clients? It is important to remember that every action draws a reaction. How you react would most certainly shape the other party’s reaction. Do consider the consequences of your action before you respond, and ensure that you are prepared for it. Imagine how you would react if a sales person were to be rude to you. Do choose your attitude because you do have a choice! It is possible to be nice and firm at the same time. However, when you go the extra mile for your clients, they might be more inclined to pledge their loyalty to you. Interestingly, such instances may allow you to shine and differentiate yourself from your competitors. Again, do consider it carefully too as some things you do could be setting precedence.

**2. There is a fine line between being friendly and frivolous**

Two persons approach you. One of them is your good friend; the other is someone you’ve just met. Both recommend an item to you for purchase. Who would you buy it from and why? It is not uncommon to find that people would likely buy something if it were a recommendation from a trusted friend. People tend to buy from people they trust. The idea is that your friend will likely have your interest at heart. Selling is about relationship building, and a genuine interest to provide value. Otherwise, people will usually be able to sniff out your intentions from a mile away. It is very important to be real, sincere and not to lead your client on.

**3. Sorry seems to be the easiest word?**

Apologizing to others unnecessarily immediate tilts the power balance, and can lead to people taking advantage of this. This sets you up for an unequal and uncomfortable relationship with your clients. Do apologize only if it is really your fault. In addition, do bear in mind that ‘sorry’ is the last thing that people usually want to hear when things go wrong. They would much prefer to hear your rectification plans. So, do rectify the problem immediately.

**4. Be proactive but not a pest**

Whether it is a cold-call, follow-up call, a call to update or seek approval for something, is there a magic number of times you can or should call your clients? Put yourself in the shoes of your client, or recall the last instance when you felt annoyed with a salesperson who called you one too many times, or someone who called you and you thought that there could have been a better approach. What was it? If your client is not picking up the phone, what alternatives or creative methods are there that you can take to approach the situation? Taking the perspective of the client can be helpful, but always remember not to pester or stalk because you might end up losing a client.

**5. Authenticity leads to genuine friendship**

The ideal situation is when you manage to convert all your clients to your friends. That’s when you establish chemistry with your clients, are able to engage in true and deeper conversations with them, and have each other in mind when there are exciting or new opportunities that might be beneficial to the other. It always helps to have an extra pair of ears and eyes keeping a look out for opportunities!

**6. Word of mouth is the most effective marketing**

Social media is a great tool to help you increase your presence in the market. However, nothing beats the loyalty and love that your clients accord you when they voluntarily spread good word about you. That kind of testimonial immediately enhances your credibility and quality. It is a completely different ball game when prospective clients are requesting for your service and you trying to convince them why they should use your services. New clients can come from the same company!

**Cold Calling: Managing Your Expectations & Other Tips:**

• Rejection is normal. Don’t take it personally.

• Expect people to say ‘Don’t Call Me Back’, ‘Call me back’ but don’t pick up the phone when you do

• Do formulate common replies to address common answers

• Do follow up and make sure you call back as per the scheduled time

• Do establish a proper tracking system

• It’s okay to follow the script but try to personalize it

• If you do not have a database to begin with, you might want to begin with selecting an industry

• It is important to offer the benefit statement to indicate how you can help the client and how you are better than others

• Be fast and loud enough in speech and do not be boring

• Ask questions as it gives you insights

**Insights / Reflections:**

• Never be afraid of cold calls. The more you do the better you become the word " no " is not personal

• Persistence is the word! It is also a lot about relationship building and being authentic. But that means really needing to understand people

• There are so many aspects to sales. Relationship management with clients to maintain sales is one of them. Client retention is extremely important! Other things to consider include cold-calling, networking, making the connection, building the relationship, sales techniques, the art of listening and understanding needs, personal branding, developing your style, corporate versus consumer sales strategy et

• Knowing the tactics of "sales" is somehow necessary for most people as we are all selling

something to someone. It could be a product, but it can also be our thoughts and ideas.

**Recommended books / Reading from the session:**

• The 5 Levels of Leadership - John C Maxwell

• How to sell your way through life - Napolean Hill

• Willpower – Kelly McGonigal

• See You At The Top – Zig Ziglar