

The Enerpace PaceSetter

September 2023: Are You a Go-Giver?



We Grow Agile Leaders Who Grow Purpose-Driven Firms

Hello Subscriber,

We've all heard of go-getters, but have you heard of go-givers? It sounds like a cliché, but when practiced authentically, it's actually very powerful – both personally & professionally.

I had the opportunity to hear Bob Burg speak on this topic last week. He's the co-author of an entire series of books on go-giving. Whether applied to life, business, marriage or sales, the "Five Laws" apply:

#1 - Law of Value – There's a difference between the price we pay and the value we receive. The true worth of what we provide is determined by how much more we give in value than we take in payment. There are 5 elements of value in this model, and they all boil down to what the customer experiences:

- Excellence
- Consistency
- Attention
- Appreciation
- Empathy - - Bob sees this as the most important people skill, and it's definitely in my top 5 as well! It's a key cornerstone of emotional intelligence and something we work on frequently with individuals, teams and in company cultures.

#2 - Law of Compensation – Our income is determined by how many we serve AND the value with which we serve them. This applies whether we're an employee or own our own business! It's also how we earn referrals - - and why we give referrals and introductions to those who've served us well.

#3 - Law of Influence – The extent of our influence is determined by how abundantly we place the other person's interest first. This doesn't mean we should be a doormat or a martyr. Being other-focused means we look for opportunities to be of value – which could be a connection, keeping our ears open for available jobs, or even simply asking who would be a good introduction for them.

#4 - Law of Authenticity - Unless you authentically care, all the skills you bring won't matter. It's still important to have boundaries and act congruently with your values, because the most valuable gift you're giving is yourself!

#5 - Law of Receptivity – The key to effective giving is to ALSO remain open to receiving. Bob uses the example of breathing – we breathe in AND out. We need to do both, just like we need to be willing to give and receive.

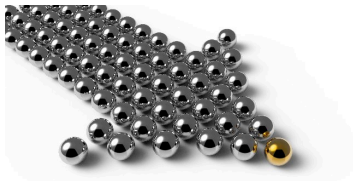
Although not an 'official Law', my favorite is what Bob termed the "Sub-law of Left Field". The best gifts we receive will come from the places we least expect, and at the moments we can't predict. Go-givers plant wonderful seeds of goodwill and value everywhere they go. So many folks know, like and trust them, it comes back to them unexpectedly.

This is how I've lived my life and run my business for the last 21 years. I try to "do the next right thing" by connecting folks or being a resource for them however I can. While it's impossible to predict well enough to give an accurate revenue forecast to my accountant, I have always been blessed with opportunities "out of left field" that turn into something wonderful!

What's your favorite Law or Go-Giving tip? Hit reply and let me know!

Until next month –

Elene



"What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others."

Pericles (495 - 429 BC)
Greek Politician and General



Leadership Learnings

Power of the Pack: Women Who Support Women Are More Successful

Shelley Zalis, *Forbes*

One way women succeed professionally is to feel connected & supported by women who have each others' backs. Research shows they are more likely to get higher level positions and salaries.

Who's in your 'pack'? Whose are you in? This article gives some ideas on how to create your own!

[Read More](#)

Career Management Corner

How to make networking events less awkward: Be a croissant, not a bagel

Andie Tagle and Sylvie Douglis, *NPR*

So many folks dread networking events! Focusing on being a 'Go-Giver' can change the entire experience.

Read on to learn how to create valuable relationships by sharing your professional knowledge.

[Read More](#)



Upcoming Events & Enerpace News

Thank You from the Enerpace Team!

Our Leadership Summit *Elevate Your Leadership & Decrease Your Stress!* was a success thanks to your attendance & participation

During our session on *How to Create a DEI Program That Actually Delivers Results*, we offered access to our "DEI Snapshot". It's a quick tool to assess what's currently in place at your organization, and for you personally.

In the spirit of "Go-Giving", we're making it available to all of our PaceSetter subscribers. Don't worry - there's no opt-in form asking for your email or a pop up box trying to sell you something.

You can find the tool [here](#). If you'd like to discuss your results, reach out using the button below

Contact Us



Enerpace Expert

Feeling Disconnected at Work? Neuroscience Can Help!

Abigail Fagan, *Psychology Today*

Creating quality relationships at work helps us thrive - individually, as a team and by improving the overall company culture.

This article shares how we can use neuroscience to build empathy and psychological safety - 2 key building blocks for great connections.

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Great Books

Bob Burg's Books

Applying the 'Go-Giver' Philosophy!

Bob has co-authored many books applying the Go-Giver philosophy to sales, leadership & even marriage. Click below to see the assortment and select the version right for you!

Read More

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