

The Fred Factor by Mark Sanborn

The Seven Bs of Relationship Building

1. Be real
2. Be interested (not just interesting)
3. Be a better listener
4. Be empathetic
5. Be honest
6. Be helpful
7. Be prompt

Jimmy Buffet once said: It takes just about the same amount of time to be a nice guy as it does to be a jerk.

Everybody makes a difference every day!!!

Being of Value to Others

- Tell the truth
- Practice personality power
- Attract through artistry
- Meet needs in advance
- Add “good stuff” enjoyment, enthusiasm and humor
- Subtract “bad stuff” waiting, defects, mistakes, frustration, misinformation
- Simplify
- Improve
- Surprise others
- Entertain others

Who are the Freds you know?

Are YOU a Fred?

Words of George Bernard Shaw:

This is the true joy in life—that being used for a purpose recognized by yourself as a mighty one. That being a force of nature, instead of a feverish, selfish little clod of ailments and grievances, complaining that the world will not devote itself to making you happy. I am of the opinion that my life belongs to the whole community and as long as I live, it is my privilege to do for it whatever I can. I want to be thoroughly used up when I die. For the harder I work the more I live. I rejoice in life for its own sake. Life is no brief candle to me. It's a sort of splendid torch which I've got to hold up for the moment and I want to make it burn as brightly as possible before handing it on to future generations.