

THE  
CONNECTOR'S  
ADVANTAGE

# How To Get What You Want

Influencing Others Into Action

**11** Laws  
of  
Likability.

*Michelle Tillis Lederman*

In the Chat Box, Share...

**What Do You Want?**

# POLL: What Do You Want?

- A New Job
- A Promotion
- A Mentor
- A Referral
- A New Client
- To Start A Business
- To Grow Your Business
- To Be Happier
- To Be Healthier
- Other

Clear Vision = Mindset + Measurement



# Mindset: Do You Really Want It?



**Get to**



**Want to**



**Should do**



**Have to**

# Measurement

## How Do You Know?

# In the Chat Box, Share...Possible Measurements?



- **Frequency**
- **Deadline**
- **Milestones**



- **Target**
- **Savings**
- **Change**



- **Completion**
- **Numbers**
- **Volume**

How: Faster, Easier, Better With Help





# People Have Huge Impact

## Hiring & Promotion

**90%** of executive level jobs come from networking  
Right Management

**~ 70%** of people with active mentor relationships received a promotion

Harvard Business Review

**92%** of consumers trust referrals from people they know and are 4X more likely to buy.

(Nielsen)



## Building Business

People would rather do business with a person they like and trust rather than someone they don't.  
(Nobel Prize psychologist, Daniel Kahneman)

## Referrals & Sales

**28%** of millennials say they won't try a product if their friends don't approve of it.  
(Nielsen)



# CHAT: Three Reasons People Do Anything



WIIFM

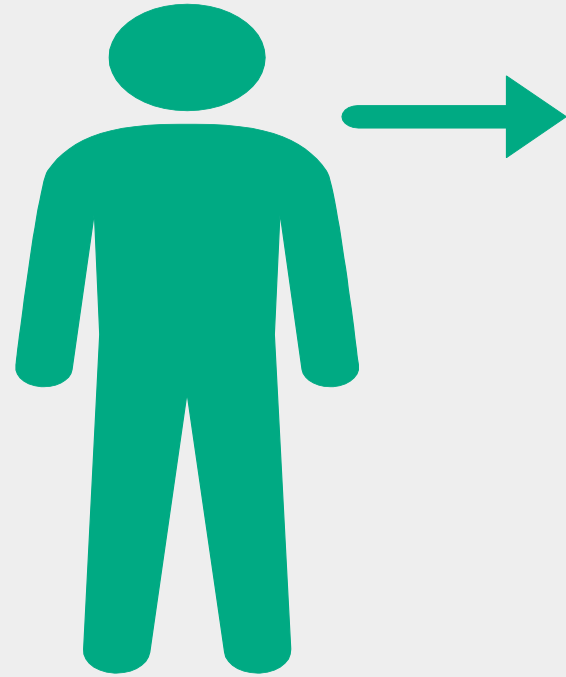


Relationships



You Asked

# WIIFT: Be Curious



## **INQUIRY**

Desire to  
understand



## **ADVOCACY**

Desire to be  
understood

# Relationship: Connect Like A Connector

Open & Accepting



Abundant Thinking



Generous Spirit



Have a Clear Vision

Trust



Social & Curious

Conscientious



# POLL: Do You Find Asking For Help...

**Easy**



**Hard**



**Forgotten**



Why do people do anything?

# Ask: Ask The Right Way



The  
**Opt Out**  
Ask



The  
**Make It Easy**  
Ask

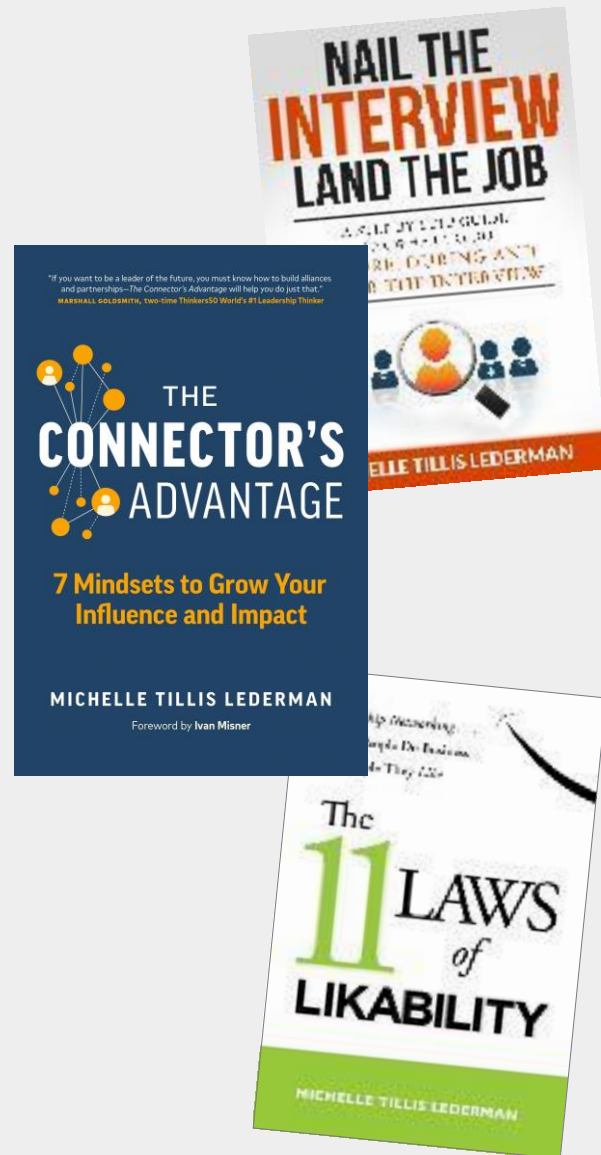


The  
**Non**  
Ask

# My Gifts To You

[www.MichelleTillisLederman.com/GiftPack](http://www.MichelleTillisLederman.com/GiftPack)

- My Top 5 **Success Accelerators**
- FREE assessment to learn your **Networking Type**
- FREE **Interview Preparation Checklist**
- FREE **Personal Branding Worksheet**
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To Get What  
You Want

Know How  
To Ask For  
It



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