



Wise Women Weekly

Moni: Hello everybody, welcome to another edition of Wise Women Weekly presented by Enlightened Networking. I am one of your hosts, Moni Patterson, coming to you where it's beautiful and sunny today in Columbus, Ohio. I must say we have missed you all, so we're really super excited to be back today.

And, of course, I cannot let this morning go by without doing an introduction of the most beautiful spirit I think I have encountered in many years and that is Ms. Robin Blanc Mascari, who's just celebrated an amazing anniversary with her favorite wise guy, Gregory Mascari. Robin, are you there?

Robin: Thank you, Moni. Yes, I've missed you and I've missed everyone else, too. Welcome, thanks for being with us. We took a little vacation and we're going to complete our series today with an amazing speaker. I am thrilled. As soon as I started this it has been a joy to work with this woman, Moni Patterson, one of my great gifts, also, I just light up when I think of her.

We get to bring you wonderful resources to support us in building business from the softer side, being effective and successful in a networking business and as an entrepreneur. So, today, our guest is someone who has just kind of created a new paradigm, actually, in how we network in the world. She has, literally, a game-changing strategy on networking and has produced amazing results quickly.

She's the Founder of Networking Power™, a certified professional networker and author of an award-winning eBook and paperback called *How to Create a Powerful Network in 90 Days*. You know how often we talk about our 90-day cycle. She's also a Vistage International Chair, which is a huge honor and says a lot about her. She runs monthly peer advisory groups for CEOs and business owners.

What I want to say is I remember vividly when I met this woman many years ago. I remember the booth we were sitting in, I don't remember the restaurant, but I remember the booth, the positioning. I knew that something was going to be different in my life from that day on. She has been a gift in my life. She's a woman of passion, vision and focus and has gone on to do some really great things, so we're going to get started. It is truly a pleasure to share one of my great pleasures, KL Wells. Good morning.

KL: Good morning. Thank you so much, Robin. Who knew when we sat in that booth that day we would be here today.

Robin: Who knew? Not us. What a delightful journey. I'm thrilled to have witnessed and participated in what has unfolded from that day. You've just taken it and ran with it, so I

guess we should get started. I could go on and on about how much I love you, but that's not going to give us what we want here.

Robin: What is it that got you into doing the work you're doing now?

KL: It really was out of necessity, Robin. I spent 25 years consulting with nonprofit organizations, doing everything from startups to \$100 million capital campaigns and raising lots of money putting boards together, so on and so forth. I found myself in 2009, having just left an executive director position, wondering what the next chapter for me was. Through a series of events, I ended up in Eugene, Oregon, which I'd never been to before and I knew one person when I landed here. Here's kind of the scenario.

I knew one person when I got here, I was a woman in my middle fifties, I did not have a job, I'm an introvert and for 30 years I dreaded networking. So I thought okay, I've been pretty successful at a lot of things I've done. I need to get a handle on this animal, so I pulled from all these things I had done previously.

Networking for me in the past had been painful and not very much fun and I thought there has to be a way to do this in a way that matches the spirit of who I am, which is being of service. So I put this 90-day strategy together, just simply to enter my new community and accomplish two things for myself, which was to find my tribe faster than the seven other times I had moved in my professional career and, two, to figure out how I could bring my gifts and talents to this community and be of service. That's where it began.

Robin: I hope everyone heard what KL said because there's another paradigm bar right there, an introvert, hated networking and knew and lived in these powerful questions. How can I bring my greatest gifts and talents and the service I want to contribute in this new community. A lot of people think networking is just an extroverted activity, so thank you for opening that up. I'm going to turn it over to Moni to comment and take us on to what's next here.

Moni: Thank you so much for being here, KL. I think what you just shared is so important because so many people will often times say, you know what? I'm just not good, I'm shy or they'll use different terms to basically say the same thing that you said about being an introvert. I want you to share with them why does networking matter?

KL: That is such a great question. I think for me what it boils down to is 95% of our success or failure is directly determined by who we habitually hang out with, those six to eight people that surround us. So whatever aspirations you have in the world to create, paying attention to who those six to eight people are is of critical importance.

So when I sat down to figure out who did I want to bring into my inner circle, that I was newly creating in this new community, I actually unpacked the qualities and characteristics of who I wanted to hang with. Because I knew whatever I was headed

into I wanted to be successful at. I had higher aspirations for what I wanted to create in my new community and I knew the people I chose were going to be the ticket to my creation.

Moni: Now, that's a big statement. That is a big statement, that you could see your creation. Robin, what do you have to add to that, that's huge?

Robin: That comment about 95% of our success depends on the people we surround ourselves with. I have read that kind of information before, but I didn't know it was that high. So it really depends on our financial success, health success, all the different dimensions not just business success, doesn't it KL?

KL: Absolutely and that's what's important because, for me, this is all about living an inspired life. Who you surround yourself with takes it to that place or not, so every dimension of our lives is critically influenced by the people we habitually hang out with. For me, networking wasn't just about business, it was about the life that I wanted to create, that I was inspired to create and live into.

That's why this paradigm is very different. When I go out to speak to corporations, CEOs and college students, so on and so forth, you can watch their eyeballs kind of go whoa! This isn't what I thought it was going to be.

Robin: Let's get into it and talk about why this approach is different.

What is it that you're doing, teaching and sharing that makes power networking more effective than what people are typically doing, KL?

KL: I think it boils down to several things. One is, obviously, for a lot of people, just having been through the last downturn, I will speak to business right now. When I was networking in Eugene, I noticed there were a lot of people out there networking and really, truly, they were not getting the results they wanted. They weren't being effective. They really didn't know other than what the old paradigm was and that old paradigm was if you were out there visible, you were meeting people, you were likable and came across as somebody who was trustworthy and did good work that therefore you would be profitable.

That is a myth now, that's no longer the case. The landscape of our economy has changed dramatically and so I thought okay, what's really going on here? For me, it was about creating the updated paradigm and that is centered on being of service. So I actually created a five-strategy model as I began to kind of unpack this for myself, personally. Service was at the foundation of it and it feeds, informs and influences everything that I do.

From that place, because I'm a strategist, I thought okay, I need to figure out how to create a strategy that gets me where I want to go quicker than normal in the last seven

moves I made and then how do I sift and sort through hundreds of people in my new community and actually choose the people that I want to surround myself with.

For me, the real separators were that I was intentional and focused, that I had a strategy and was actually executing that strategy and had qualities and characteristics that I was looking for. When I showed up for coffee, I had a typewritten list of questions that I was asking people and within that 90 days, actually, I had people that were in this community for 15, 20, 25 years that I was training in a sold out venue on how to strategically network.

Robin: Wow! This is one of the things that I just so appreciate about you, your intentionality, your separation, your focus and what it's done because of that. This approach is different and you created really quick results, as you mentioned. Moni, do you want to comment on that?

Moni: I'm going to tell you why this is so important. I was just thinking this very morning, KL and Robin, about the fact that sometime early next year our family is going to be relocating. I thought to myself, you know, it's going to be really interesting to see where we're heading. I don't know anyone there. Maybe it would be better to find a place where I already know people where I already have a network.

I'm definitely an extrovert with moments of shyness, but these are really important strategies. What makes this approach different than what people are typically doing? I'm just really curious. Then, of course, you were talking about personal power partners.

What do you mean by that?

KL: First, power partners™ are people that I've identified to have in my inner circle. Honestly, I'm three and a half years into this at this point - these are people now that I love and adore and I want to see them be as successful as possible in the life they want to create and vice-versa. So we've created this dynamic that's extraordinarily powerful because we're like this little team of people that love and adore each other and are about seeing each other be successful in our lives. It doesn't get much more powerful than that.

Moni: Wow!

You mentioned asking the power question, what is that and then what happens when we use it?

KL: I'll give you one power question. This is not the first question you ask when you meet people, I just want to say that up front. The question I've been asking more recently is: what's the one achievement in 2015 that would make this year remarkable for you? Imagine, you get to the end of this year, you look back over this year and you go wow! This was drop-dead stunning.

Now, there's a multitude of reasons why I ask that question that way. We don't have time to unpack it from that perspective, but I can tell you that it doesn't matter what age group I deal with, whether they are college students or an 78-year old client who was a Silicon Valley guy, if you just live in the question (this is Robin's language) of what's the one achievement that in this year would make this year just stunning, remarkable, extraordinary for you, what would that be.

Moni: Wow! That's a good one. That's a really good one. Robin, what do you say about that one?

Robin: Well, there's a lot I want to bring up. I want to go back to what you were talking about, KL, because when you started explaining your new methodology, paradigm and strategy to me it shifted everything. People go into a networking thing and are like, who do I want to meet. I remember you sharing you talked to a key influencer that knows people in that group and you'd ask who should I meet and you started meeting the players in town and then taking it to that next level of refinement of looking for those power partners.

I think the shift for me is when you talked about finding people where you had a mutual desire, a mutual connection to each other's success on all dimensions. It's not necessarily that you're supporting each other's business personally, but that they have these characteristics. It touched me deeply when you said when there is a referral it's golden. You know when you're referring people to them that this is a golden connection.

There is a level of refinement and intention that is so beyond I'm going to get another appointment and get some business out of this. It's got so many more dimensions. I just so appreciate where you're coming from with that, so I know people are getting extraordinary results from what you're teaching. Can you share some of that with people?

When they really embrace what you're talking about here and what you're teaching, what happens to people's lives?

KL: They transform.

Robin: Is that all of us?

KL: Yes, it's one of the things I find so completely remarkable about this. You know me, Robin, to have gone from really dreading networking for so long and actually I've now stepped into my calling in life. Four years ago if somebody had told me this is what I would be doing, I would have said you've lost our mind. For me, the power of this is just so transformative and so I was thinking about a story this morning.

About two years ago, I was asked to sit in on a marketing strategy meeting with an architecture firm in town here. They're a 65-year old firm, done amazing work. The landscape of Eugene is really their landscape and because of the downturn and the new

shape of the economy they have not updated. They were on the downside and so they were financially trying to figure out how to save the firm.

I ended up doing an all staff retreat on a Friday and, unbeknownst to me, on Monday the principals were going to lay three people off. Now, we managed to get through those waters and, in fact, they did lay three people off. So there's the corporate story, which is I started working with them on everything, every component of their business and doing a transformation with the firm and within eight months they had hired five people back. So that's one piece.

The other piece was one of the three people that were let go was an architect, who I started working with, who is now a part of my Leads Group here in this community. He's only been doing his business now about a year and a half and he has just hired three new people.

Robin: Wow!

KL: So you've got the corporate and then you've got a brand new entrepreneur. I mean, he was an architect who really had no idea how to run a business. He was another one of the introverts who just really despised networking because he saw it in the old paradigm of it's all about me. Now he's completely shifted around to the point where his wife got a hold of me and said thank you.

Robin: How beautiful.

KL: Yeah.

Robin: Transformation is what happens. When you talked about that you've stepped into your calling, I heard years ago what gives you most pain and what brings you most joy than you're doing your purpose. You have really stepped into that and I love hearing. Anyone who's listening to this can absolutely tell that passion is it. When people find their passion, success is eminent and you're able to translate that and help so many other people make that shift and literally transform. Over to you, Moni.

KL: Right.

Moni: You know what, this has been so good, I've been sitting here soaking it up and taking notes. Then when I hear my own voice, I do get the privilege of being a part of this because this information is so good.

If you wouldn't mind, because we have a little bit more time with you, KL, when you talk about stepping up, preparing yourself and setting yourself up for success, what exactly do you mean by that?

We hear a lot of people talk about get yourself ready, take the steps to prepare for success, how do you define that and how do you define success?

KL: That's a great question because it's just so rich. How I define success is living an inspired life.

Moni: Love it.

KL: So preparing for that was about clarity for me about what mattered most. Once I got clear about living an inspired life, it was about finding people that I can't wait to pick up the phone and see what they up to are to. Doing things, for me, is about transforming lives, so I get to tell multiple stories like the ones I just told and being of service because it's all about service for me.

So the clarity around that and then stepping into and being prepared was as an introvert, obviously, I have to manage my energy. I can't be on all the time. I can't go do three networking events in the same day, so managing my energy around that. When I do a networking event I know why I'm going. I have a plan for why I'm going there and I know, generally, I'm saying generally, I want to meet five to seven people. I want to spend a few minutes with them asking a couple questions to find out could they quite possibly fit my list of qualities and characteristics. If so, then we exchange business cards and we do coffee after that.

A networking event for me didn't used to be about that. It used to be as an introvert, you meet somebody and you go oh, thank goodness, there's somebody that I can connect with and then you spend the rest of your time at a networking event talking to that one person. I don't do that anymore. I go in and find people that light me up, that I connect with, that I believe will fit my list of qualities and characteristics and then I invite them to continue the conversation over coffee and, and, and. I mean, there are multiple things to do to set up to be successful.

The one thing I want to say before we are done with this is that these are skills that can be learned. I know I held this belief that there are people that are good at networking, innately good, they're talented, it's just not my thing. I'm just not that good at it. Now, I know that was a myth, that that was a story I was telling myself. I would be hard pressed to have someone step into wanting to work with me that we wouldn't be able to teach them the skills in order to be successful.

Moni: You've said so much, so much. For example, to go into a networking event with intention, understanding why you're going. So many people go for the purpose of saying, hey, I just want to go for my business, but the way you're sharing that. You're sharing that you're going to make new relationships, build new connections, because we're like okay, I don't want to go and find just that one person.

I recently was at an event, KL, and I watched that happen. I watched one person go up to another person, hey, how are you, and they were with that one person the entire time. We were there for a couple of hours and I thought wow! What a shame that there wasn't time for them to meet new people.

KL: A bunch of introverts.

Moni: Yes absolutely, so learning that and then finding people that light me up. I love that because that gave me an immediate visual. We've all had that experience where we say that's somebody I need to get to know. Something about them is magnetic, I'm drawn to them. There's a reason why I'm supposed to get to know that person, but then to take it another step and say we then connect over coffee afterwards.

It's just like you do with a networking professional. We often use the phrase 'the fortune is in the follow up'. Well, the enrichment of the relationship is in the real connection where you're absolutely able to take that time, that one-on-one to say...

- How can I get to know you?
- In what ways can we benefit each other?
- How can we build an incredible relationship and how can we be supportive of one another?

That's really wonderful. I got so much out of that. Thank you for sharing that. Go ahead, Robin.

KL: Absolutely. Let me follow up just a little bit on that. Two things...

1. One is this is relationship building at a really high level.

Just because I go to coffee with somebody one or two times does not mean they're going to make the next three, I'm sifting and sorting to be extraordinarily choiceful about who I hang out with, so this is really intentional, really focused, very choiceful.

I ran into one person on the front end who looked really good, had several coffees with them and through the course of several months one of the people I connected with came back around and said that's somebody you don't want to be hanging out with and so you want to make sure they're as golden as possible.

2. The other thing I want to say is we all talk about return on investment, so I like to talk about return on time.

We can't get that back. We can get money back, but we can't get our time back. I want to make sure that I'm utilizing my time so it's leveraged so I get the greatest impact out of that time when I'm out networking, when I'm meeting people, when I'm developing

relationships with people that I choose to develop my relationships with. I just wanted to bring those two things up.

Robin: That distinction, KL, I think is so powerful for people. That's a shift that a lot of people need to make and the most successful people are people that understand that word you talked about called 'leverage'.

KL: Correct.

Robin: You mentioned several times qualities and characteristics. I know we're getting near the end of our time, but I think it's really important to clarify when people are putting that list together because it's a different kind of list than I think some of us think about. Could you share a little bit about what you have on your list that has people make the cut and says they're worth me getting to know better, spending my precious time and really being of service to them?

What do you have on your list?

KL: For me, obviously, they have to be passionate about what they do.

Robin: Really?

KL: Yes.

Robin: Okay.

KL: I mean really passionate about what they do. They kind of live and breathe it, they wake up in the morning on fire. And, people who have been knocked down and gotten up to rise again. At this stage of the game I'm approaching 60, I've been knocked down a bunch of times. I know the animal of resilience, persistence and determination.

I want people in my sphere that understand what that means and still come at the world from the perspective of there are gifts, there are lessons, life is still really rich to live. I love entrepreneurs, obviously, integrity-driven people and, literally, I have on my list someone I get excited to talk to when I see them on the caller ID on my phone.

Robin: I know that one.

KL: Yes, you do.

Robin: Love it. Thank you so much for sharing that. You've just lit up the lines here, you've lit me up, and Moni and I know some people are going to want to be in touch with you, KL.

- **How do people reach you?**
- **How do they get your book?**
- **How do they hire you as a speaker?**

- **How do they find you?**

KL: My website is NetworkingPower.net My email is KLWells@NetworkingPower.net. Either one of those is a great way to get a hold of me. My book and my eBook are both available on my website and they're also available on Amazon and Barnes & Noble.

Robin: Great! I highly recommend everyone who has been on this call who's gotten tremendous value from this getting the book. It will go into deeper details about what has been talked about. You've lived it. You're being it. You're it. You just embody everything you're talking about and every time I talk to you I get inspired. That's on the list, when you're with someone and you leave that person and you're inspired. Well, you fit my qualities and characteristics. I hope I still fit yours, darling. This has been wonderful, thank you.

KL: Absolutely. This has been great! I'm so thrilled to have had this time with both of you. Thank you.

Robin: This is going to make a big difference when you're ready for your move, Moni. I love it. This is all for you, sweetie.

Moni: Yes, this is really awesome. So much value today. Robin, why don't you close us out?

Robin: Sure, I'd love to. Just a reminder to everyone, we're completing our series and will be coming back with a new website. Until then, we're actually collecting all the calls that have been available. If you're not on our Facebook page Wise Women Weekly, please friend Moni or me, and we will get you invited on it, or just go to Facebook Wise Women Weekly and then we'll invite you on there.

We'll have a file section that has all the past YouTube videos and interviews of Wise Women Weekly available so you can continue to listen and be inspired until we come back in the near future.

Thank you, Moni, a special huge thank you to our passionate, powerful networker, KL Wells. Thank you.

KL: Absolutely. Thank you.

Robin: Great, everybody. Thanks, bye-bye.

Moni: Bye-bye, everyone.

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