

The Business Connector

A Quarterly Newsletter from AmSpirit™ Business Connections

The Formula

Winter 2003 Vol. 5 No. 4

Everything in life is basically formula driven. In the beginning, sperm and egg are united. *Voila!* Two otherwise worthless 23-chromosome cells are transferred into a single cell that basically dictates everything that we are and everything we will ever be.

Conception and the resulting life is formula driven but it is only the beginning of a life filled with formulaic events. Consider this formula for basic motion. We carefully stand on two feet. Then we alternately place one foot ahead of the other. *Boom!* We are walking.

Consider the formula for attaining wealth. Start at a reasonably young age and each month save 10 to 12 percent of our net earnings. Systematically invest those funds in reasonable growth oriented investments, whether it is stocks, bonds or real estate. *Zap!* In about 30 years or so we are relatively financially well to do.

Consider the formula for health. Eat a balanced diet, hitting the major food groups. Get a reasonable amount of exercise a few days a week. Avoid drugs and excessive amounts of alcohol. *Shazam!* We are relatively healthy.

Perhaps none of these fit our traditional understanding of what a formula is. We are better acquainted with more concrete examples, such as determining the area of a rectangle (the length of the rectangle times the width) or mixing a screwdriver (a little vodka with orange juice or a little orange juice with vodka, depending on our taste).

Nevertheless, each of these follows the dictionary definition of a formula – “a

rule or method for doing something and used or repeated without thought.” In other words, once we perform the appropriate tasks (carry out moderate savings and make sound investments) we will ultimately achieve the prescribed results (become prosperous). We need do nothing else. It is a formula.

Establishing a productive network is also something that is entirely formula driven.

Establishing a productive network is also something that is entirely formula driven. That is if we perform the appropriate things, we will ultimately have a productive network.

To ensure us a productive network, the prescribed formula dictates that we take responsibility to do the following:

- Create a series of basic relationships with people we can know, like and trust;
- Nurture those relationships with genuine care and concern;
- Make a sincere attempt to help those around us;
- Educate those relationships with how they help us become more successful; and,
- Demonstrate patience, knowing that eventually good things will result.

Certainly this formula is not as simple as the one for making a screwdriver. Sometimes we need to do more

educating than nurturing and sometimes patience is the main ingredient. Despite these potential complexities, however, this is a formula nonetheless.

Knowing this, let's reflect back to the times when we were less than thrilled with what we were getting from our network. Was it not easy to dismiss these perceived deficiencies or shortcomings as something beyond our control? We may have thought or even gone so far as to say:

- I have done everything that I can – the few people I know are just not interested in helping me;
- I have lots to offer – I am just not going to do anything for anyone until someone helps me first;
- What I do is so basic – everyone ought to know how they can help me; or,
- It has been three months – you would think that would be plenty of time for a relationship to yield something.

In reality, however, whether or not we have a productive network is entirely in our control. We have the power to create more and better relationships. It is up to us to commit to being more sincere in helping others. Only we can educate our network as to how they can help us become successful. We alone have control as to whether or not we are patient.

In summary, if we want a productive network – like becoming well off or remaining healthy – we simply need to devote our energies to working the formula. ✓