

Exclusive Notes For...

CONNECTED

**How To Get Access To Anyone And
Build A Powerful Profitable Business
Network**

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PART 1 OF 8: Friendship

Introductory Ideas...

- Build assets and resources over long term
- The key asset to build is being 'connected'...the asset of 'relationship' (and the bigger structure of the community you build) is the key asset.
- Connections and relationships and communities with other people can be turned into money (turn money into assets since you can turn assets into money - and a key asset is your relationships).
- When you give connection, you don't have less of it.
- Being connected is the single most important key to long-term business success now and in the future. It isn't an accident and it's the result of a set of simple processes and actions anyone can learn and do.

"First, you must overcome psychological blocks to Connected success. Second, you must learn the systematic process of how human friendships form and master it. Third, Finally, you must use the Connected system to connect to influential people

and then create a community with them.”

The Program Is Divided Into 2 Parts:

1. The Psychology Of Getting Connected
2. The Techniques Of Getting Connected (“Fusion”)

Let’s start with the Psychology...

The way we think, respond, and the choices we make are related to other people and our group. Being human means More Than One. We don't survive alone. Consciously building a group skyrockets internal satisfaction and external success. Having a community is a key to any success in life. Success occurs with and through other people.

The highest leverage to make change or achieve anything significant is building community around you. You need to build a community you are the organizer and catalyst for. The fundamental skill for community building is "FRIENDSHIP"...

The 5-Part Friendship Formula:

1. Connection + 2. Disclosure + 3. Dialogue + 4. Collective Individual + 5. Shared Space

1. Connection Of Something In Common: common interest, common cause, hobby, something you both don’t like.

2. Self-Disclosure: taking the risk to tell another person something about yourself that you wouldn't normally say to just anyone or say in public. Saying something too weird disconnects you, but saying something just a little bit deeper, disclosing something about yourself or your experience that's a little bit edgy and a little bit risky.

3. Dialogue Of Giving And Getting: The Dialectical Process. A conversation, a back and forth of putting energy into the friendship bank and taking energy out of the friendship bank. Contributing to the friendship and taking from the friendship.

Eventually this gets to the point where the bank account disappears and both you and the other just contribute to the relationship because that's what humans do when they've built a friendship.

Most people never get past this stage as they are too busy thinking they put something into the friendship bank so they should take something out and fairness instead of just putting in, taking out, putting in, taking out and not worrying about it much so that very soon you get to the point where it doesn't matter anymore and it just flows and works.

So, the dialogue of giving and getting and putting into the bank account and taking out until that just disappears.

4. The Polarity Of Both Being An Individual AND Of Being Part Of The Group (1 Other Person Or More) That Drives The Deepening Of The Friendship: As an individual we like thinking for ourself, making our own decision, choosing our own path in life, but when we get into a friendship we have this whole other set of interests and drives and fears that are now part of the mix, and these need to be considered if us and the other person are going to have experiences together, have conversations, work on projects, create success in business, then all of it has to be thrown into the pot and figure out how it can all work.

Even more so, when two or more people come together they are a self-organizing system and become an entity that is a living emergent intelligent being that can do complex and interesting things and the whole thing acts like one entity.

When we get into a group of 'more than one', this starts to happen and there is a merging force with others and we feel compelled to contribute to that and serve the other person and serve that bigger relationship.

So this polarity or tug in two different directions, of being an individual and also being a part of a group and a supporter of the group, this polarity or pull back and forth actually drives the deepening of a friendship.

When we go one direction, the friendship and the bigger relationship starts to suffer.

5. The Creation Of A Unique Shared Space Within A Group, And Ultimately Actually Creating That Group: When you master "friendship" and "fusion", the group start using the same words, become interested in the same things, start sharing various hobbies and perspectives and tastes, and you actually create a subculture.

When this happens it triggers a set of feelings and behaviours that at a macro level is a complex version of what a million ants are doing in an ant colony. They may have 7 or 8 communication signals they send and receive, and your group may have 70 or 700 of them, but once they all link up and you have a common shared language, common shared set of values, common way of looking at the world, then it all locks together and all turns on and becomes a group intelligence.

When you connect with another human being on something common; When you learn the art of self-disclosure to deepen the relationship and build trust and build connection; When you get into the dialogue of give-get; When you become aware and conscious of the polarity of the pull of being an individual and the pull of being part of a group and you play with this to drive the deepening of friendship and relationship; And ultimately when you create a unique shared space with a group and create the group itself...when all this occurs, that is when the process of getting Connected really comes alive.

The Fears That Must Be Overcome At Each Step Of The Friendship Formula:

- 1. Connection Fear: "What do I have to offer?"**
- 2. Self Disclosure Fear: Rejection or Judgment**
- 3. Dialogue of Giving-Getting Fear: of getting ripped off and unfairness (of giving networks, knowledge, connections, information and not getting commensurate return)**
- 4. Polarity Between Individual and Group Fear: Losing sense of self instead of seeing the more you give in a relationship the more you find yourself**
- 5. Creating The Group/Creating The Unique Space Fear: Who am I to do that?**

Other Key Friendship Ideas:

- ✓ People Affects (Emotional Triggers) and People Effects (Becoming The People You Surround Yourself With and The 'Identity Patch Work Quilt')... Key Takeaway: Consciously choose your social group and who you surround yourself with.
- ✓ World Change and Possibility: 'A permanent lot in life' vs. 'A playground for play'. Loosening your paradigm or map of the world of what's possible in the world for your life.
- ✓ Friendship Is At Risk: The veneering of friendship vs. The real thing and authentic human relationships.
- ✓ Friendships are a positive tug of war: Building friendships with people at higher levels will challenge you in positive ways and it will be challenging but you will be developing immensely
- ✓ Consciously Looking For Connection and Sharing Substance: Our biology is wired to quickly scan someone and put them in a category (e.g. friend/foe). In building a more conscious version of friendship, put this process aside and Consciously Look For Connection.
- ✓ Recall part 1 of the friendship formula. Connection. Sharing substance with another individual creates a sense of identities merging. So, share substance.
- ✓ MAGIC PILL FORMULA: Learn How To Make "Friends" + Help Others Make Friends With Each Other + Help Groups Make Friends With Each Other

PART 2 OF 8:

Social Politics Of Business Success

Man is a political animal and politics is a process by which people make decisions.

Politics is just a method by which we get things done. It can be used for good or bad just as technology can be used for good or bad.

Think Of Politics As Value Neutral

In terms of primate behavior, it's an important perspective to see most of our thoughts, feelings, and behaviors being governed by this pre-programming and cultural aspects, as well as self reflective consciousness.

Key Idea #1: “You are only as smart as your tribe, and most tribes are dumb”:

You are your social group, and the nature of the social group or tribe is some are smart and some are dumb.

Tribes that are dumb are griping and complaining, and the next level up is focused on accomplishment and bragging. The level after this is a tribe that has a lot of innovating, seeking, vision and mission – and these tribes go on to change the world.

The goal is to build these tribes being at the center of it and having unparalleled level of influence and success as a result. When you are against the tribe (especially a dumb tribe), the tribe almost always wins - and it's a game not worth playing when you can create your own smart tribe.

Key Idea #2: “Social Grooming Is A Key To Your Success”:

Humans have a form of grooming called Gossip and it is a process used to make people worthy of the tribe they are in. Gossip is a way of transmitting the rules of the tribe in a non-confrontational way.

However, the person gossiped about is the last person to hear about the gossip. Thus, the tribe owns a persons reputation. **THE GROUP OWNS REPUTATION.** A person then needs to find out what their reputation is since it exists in the community and tribe, not in the person.

Now, most gossip is ‘asleep’ and unconscious and people just playing out their inner primate drives – but it serves a function, and it operates up a level on the Group Mind (Group Body Mind). Socializing serves a deep need of the Group Mind. We can start positively gossiping and take control of this process. ‘The power of the unstoppable two’ can be used to positively effect the spread of gossip.

Key Idea #3: “Are you under political or over political?”:

The under political individual believes in a meritocracy and this is a fair environment we live in and may lose resources to more political people and sometimes won't get into the game or even realize there is a game for them to win.

This over developed sense of modesty and fairness and over optimism brings the idea with it that everything will take care of itself.

In contrast, the over political individual focus on position and doing what works, relationship based decisions, and self-promotion. However, the over political can often compromise their principles to get ahead and loses ethical balance and the tribe owns their reputation and they lose it.

The solution? *USE POSITIVE POLITICS.*

Understand: Machiavellian techniques, or any technique, can be used in service of making the tribe and cause successful. If your politics are in service of you and winning, they will be seen as self-serving....but if they are in service of something much greater, everything that's being done gets reframed as the tools to make the tribe and cause successful, and in service of that we see the greatest leadership in the world.

A Practical Application: When you hire someone tell them to build powerful personal relationships with a handful of key people on the team (7 or 8 people): Team member gets to know challenges people are facing and who they are for 1 hour a week just to get to know them.

This is a guiding directive for new team members to build powerful personal relationships with key people they're going to be working with. Positive gossip should be coming back about the person if they are a good cultural fit, an A player, a Driver and if a good choice was made.

If they're not the right person, you'll hear back about it too and the group mind goes to work and does what it does naturally in terms of if the new part or foreign body is a fit or it results in ejection.

An Action Step: In a new tribe identify the most important players and build personal bonds with those people.

Don't impress everyone, work on a project with them (although that could facilitate it), or have them see you as successful. Simply build 1 to 1 individual personal relationships with the most important influencers.

Also, as stated in the ‘practical application’ above, within the new group you’re creating, encourage new members to connect with a few key people within 90 days. Have them ask what their biggest frustrations or challenges are and help them get past them. Do whatever you can to help them be more successful and show them you’re committed to seeing them more successful without anything in return.

Managing Your Reputation, The Informal Network, And Integrity:

How To Manage Your Reputation:

The community owns your reputation, thus find the people that matter (maybe not leaders) and ask what your reputation is and keep asking "Can you help me understand what my reputation is" and follow up with "thank you - is there anything else?"

Be Aware Of The ‘Informal Network’: There’s the Organizational Political Chart (Formal Network) and then there’s the Social Organization Chart (Informal Network).

Instead of playing the ‘primate game’, often the most respected people are the IT guys or the Maintenance guys, and they are keepers of the sacred flame AND the easiest people to get to too since they don’t have the titles.

Play positive politics with these folks to leapfrog success.

Integrity: Integrity is being whole and complete and honoring your word and cleaning up messes when they occur. Align your thought, emotion, behavior and communication.

Don’t make iddle commitments to yourself or others. Go on a commitment fast if you have to. Also, using positive social pressure of the group can help to keep commitments.

Gravitate Towards Conscious Positive Politicians. You don’t own your reputation, the community does.

Summary: You can't do anything directly to influence your reputation, the group owns it, and you can't change it directly. It's an evolving emergent process that exists inside of a group mind made up of a whole bunch of people with value systems, telling stories, gossiping and so forth. But you can change and build a powerful reputation doing the right things over time.

PART 3 OF 8: Overcoming Blocks To Success

There are things we must leave behind to get connected...