

Branching out with IAIP

Council Director's Message September 2011

How do we branch out?

It's easy to talk about branching out. It's easy to talk about most things. It's the doing that trips up most of us. So how do we branch out?

It's start very fundamentally with being ourselves. I'm a fan of Jerry Gitomer, a sales guru. In reading his Little Black Book of Connections, I found this basic fundamental principle – be yourself. Talk real, act real, be real and you will find others will do the same in return. (pg 31) The instant I read those words, I stopped, created the header above and started on this message. It is that basic a step.

If you and I as member of IAIP and our local associations are not real, no one is going to listen for long. Jerry says there are several reasons for being yourself.

- When you are you, you are most comfortable. It's who you have come to know the best. When you attempt to project something else, you have to work so much harder at it.
- When being yourself, it's obvious – you are relaxed and confident.
- It's always repeatable. You've done it for months and months, or in my case, decades and decades. It becomes consistent due to the repetition.
- And he says, it's the best most honest way to act. It lays a platform for open dialogue and honest communication.
- I like a last reason which I heard many years ago. The language is awful but think the idea through. Be who you is cause when you is who you aint', you ain't who you is.

Folks can spot a fake from miles away and folks are not drawn to fakes.

Be who you are – a proud member of a wonderful association – IAIP.

Linda Gerke