

# SESSION 6:

## Fusion: The Art of Enlightened Networking

1. Three definitions for “core value” are:
  - A principle without which life wouldn't be worth living
  - A principle without which the stars in our tribe would leave
  - A principle that will cause you pain but if you don't implement it, you have no integrity
2. Everyone has a slightly different value hierarchy.
3. When you map someone's values, you "get" them. You understand them.
4. Mapping your core values is a lifelong endeavor.
5. Identify their values and your values, then find the overlap. That's where you operate from a similar motivation set.
6. The steps of uncovering someone's core values:
  - Get the person talking about something they are interested in
  - Some words will pop out from what they said
  - Ask open ended questions that repeat back one of those words
  - Repeat until something comes up that you think is a core value
7. Exercise to elicit your own core values:
  - Write down a few words that would describe an accomplishment or victory that was just so cool - what value was in the mix that made it so satisfying?
  - Write down a few words about a moment that was a bit of a set back - what value was missing or threatened that made it so disappointing?
  - Write down a few words about a moment that is a big deal for you - fatherhood, launching a business - what about that moment speaks to a value that has been a guide for you in several situations?
  - How do you take the values you discovered and design your personal introduction? It's not what you would say, it's what someone else could say about you that would be a perfect introduction to someone you want to meet
  - It must communicate that you have achieved a level of excellence. (If you aren't world-class yet, it communicates you're well on your way)
  - It must communicate a core value that overlaps with theirs
  - It must communicate a project you're working on that they can contribute on, that has a limited duration (book, business plan, etc.)
  - The shift you'll need to make to do this well... is the shift from a Stage 3 Tribe to a Stage 4 Tribe.
  - Stage 3: I'm great, you're not. Talk a lot about yourself, maybe even "I love talking about my values, visions, etc."
  - Stage 4: We're great. (But don't just do a global search and replace and say "we" when we mean "I." We're talking about a mindset shift.)

- The vast majority of people have not progressed through stage 3
- You are incapable of fusing unless you have made the shift from tribal 3 to stage 4
- 8. Leadership is about self-development up to a point, but then it's about investing in the tribe, not yourself. This is the shift from Stage 3 to Stage 4.
- 9. Washington didn't talk about me me me... he listened for core values of the group. "It sounds like what we're all saying has something to do with freedom, with independence."
- 10. Stage 3 has no loyalty or legacy. Stage 4 does. From me to we. But the loyalty or legacy is no longer your motivation - you've transcended it.
- 11. "The more I develop myself as a leader, the less of a leader I am."
- 12. You can't fake Stage 4.
- 13. You need you to make yourself a very successful Stage 3 person, so you can then transcend it, to Stage 4, where you focus on the good of the group.
- 14. A Triad is a three person relationship united by values and a common project.
- 15. It's the basic building block of stage 4, and a key to fusion.
- 16. Triading: finding 2 people who you know in your world, and introducing them in a way that they continue a relationship on their own.
- 17. Playing the game of making community - "Let me see who I can connect you to based on values and interests..."
- 18. The first thing to do when you meet a star? Listen in for their values, then introduce them to someone who would add value to their life. (Then they enter your community.)
- 19. How to create your first "triad":
  - Find two people you already know who are both excellent
  - See if they have a value in common and would benefit from being introduced (It's not about YOU benefitting, it's about THEM... that's super important)
  - Start with sending an email to both of them. Example: *"George and Fred, I want to connect you guys to each other. George is into Star Trek and is trying to save the world. Fred, you're into Star Trek too and you're a marketing expert. You guys just kinda think alike, I think you'd get along, I think it's worth a 15-minute conversation"*
  - Do this a couple of times for practice. You won't have success every time, but eventually you will... and it'll be a home run