

Dear clients and colleagues,

We come to the end of 2004. As you look back, try to stay focused on the things you have learned in the past year—these are the gifts that will guide and serve you well in 2005.

I want to wish each and every one of you the very best for a joyful holiday season and a prosperous New Year.

Copies of all past E-zines are archived on my website. Feel free to pass this E-zine on.

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Upcoming Seminars

This month's topics:

- 1. Networking—Finding Your Currency**
- 2. The Importance Of A Second Language**
- 3. Boomers Corner: Your Next Chapter**
- 4. Success Story**
- 5. Words that Inspire**

1. Networking—Finding Your Currency

If giving of yourself is crucial to building successful relationships, then the next question to answer is, "What do I have to give?"

Excerpted from an article by Keith Ferrazzi

"What if I don't have much to offer?"

You know, I'm shocked and a bit sad by the number of people who ask that when I explain that to build strong relationships—the kind that will consistently grow sales, boost your career, or just pack your social calendar—you have to give, give, give, and not keep score.

So, I'm here to slap some of that "not enough" thinking out of you. Everybody has a *currency* to give, or some capacity to help somebody else fulfill their mission or vision of themselves in some way. Trust me on this point: I've seen some pretty low thresholds for what counts as currency.

Jokes can be a currency. If you can make people laugh, you're helping them have a good time, and they'll be more up for doing business or hanging out with you. Heck, sometimes just being somewhat empathetic or decent to talk with is a currency in the right (or wrong) environment. Yet, I'm confident that you possess currencies much stronger and

much more abundant than these simple examples. You've just got to know how to find them, something even I struggled to do for a while.

As a rookie consultant at Deloitte, straight after graduating from business school, I had a pretty rough time. Let's just say that my first annual performance review was not sparkling. But, my supervisors and mentors knew that what I lacked in Excel wizardry (the skill set I was hired for), I more than made up for with my strategic insight and talent for building relationships with senior clients. So they created a new job for me, and I made a lot more money for all of us using my unique currency.

Since then, while I have made my living using my marketing and sales skills, I've always been aware of my biggest currency. No, it's not my amazing wit and absolutely stunning good looks. *It is my capacity to contribute to the success of people in my network by introducing them to other people in my network for mutual gain. It happens every day.*

Often our most valuable currencies are things we do that seem as natural as breathing—natural to us, but to others these skills are a real rarity! If you know tax law, that's a currency to a lot of us. Can you get someone upgraded at the NY hotel that your brother manages? That's a currency, too. Perhaps it's something else. No matter what it is, you can find it by simply thinking of what others can gain from you. Here are two quick stories of how a couple young guys' currencies went from lost to found.

Here's the bottom line. For you to get to know the people who can make you successful, they've got to want to get to know you. And that means, frankly, digging deep and finding out what you can do to make them more successful. So, no matter what's on the line, be it your company's sales or your own career, you've got to find and use your currency if you're going to build relationships for success.

Action Challenge:

To find your currency, or discover additional ones, try answering these questions:

- * What things do you say about yourself and your interests that excite or intrigue people you meet?
- * When did you help make someone else a success at something?
- * Of the times you were able to give, which worked the best and which felt the best?
- * How can you purposely incorporate those currencies into your sales and networking plans?

2. The Importance of a Second language

Foreign Language Helps Clients Differentiate Themselves in the Marketplace

The Society for Human Resource Management (SHRM) reports that, in the United States, the greatest need for bilingual employees is occurring in the consumer services sector in such areas as banking, retailing and telecommunications. Within these industries, bilingual

employees are needed to fill positions such as call or customer service center personnel, receptionists and secretaries, and medical and legal administrative staff.

How Many Foreign Languages Do Executives Speak?

Korn/Ferry International asked its Web site visitors the following question: "How many languages do you speak?" Of the 12,562 responses they received, the answers were:

- * One language (36 percent)
- * Two languages (31 percent)
- * Three languages (20 percent)
- * Four languages (9 percent)
- * More than five languages (4 percent)

Source: Korn/Ferry

Top 10 Languages Spoken in the World:

- * Chinese Mandarin - 874 million
- * Hindi - 366 million
- * Spanish - 358 million
- * English - 341 million
- * Bengali - 207 million
- * Portuguese - 176 million
- * Russian - 167 million
- * Japanese - 125 million
- * German - 100 million
- * Korean - 78 million

Source: The World Almanac

3. Boomers Corner: Your Next Chapter

Many Older Professionals Delay Their Retirement

By Kelly Greene

From [The Wall Street Journal Online](#) (November 17, 2004)

Many older workers are planning to push their final retirement dates into their 70s, or in some cases their 80s, according to a new study, largely because of deep nest-egg losses.

The survey, released in late September, was conducted for AARP, a Washington advocacy group for people age 50 and older. The findings quantify a significant shift in older Americans' retirement goals, resulting largely from the combination of the stock-market downturn, historically low interest rates on conservative investments favored by retirees, and widespread cutbacks in retiree health benefits.

The study looked at two groups between ages 50 and 70—"preretirees," or workers who haven't retired; and "working retirees," which includes people who remained in the work force after stepping down from a job. The latter category could include someone who

immediately started a consulting business or someone who returned to work later.

Forty-five percent of the combined groups said they expect to work into their 70s or beyond, with 27% expecting to quit sometime before age 80 and 18% planning to work after that. The numbers are even higher among preretirees with 34% expecting to work into their 70s and 23% expecting to keep at it into their 80s.

"We've never seen people say they want to work until they're 75 years old," said Jeff Love, AARP's research director. In the group's earlier surveys, even workers planning to work past traditional retirement age pictured themselves calling it quits by the time they turned 70. But now, people have "lost so much money in their 401(k)s it may be that they're making a projection based on how long it will take to replace those assets," Mr. Love said.

The current research, conducted April 9 through June 5, included 2,001 workers age 50 to 70. About 85% were preretirees, and 15% were working retirees. The survey, done by marketing-research company RoperASW, New York, has a 3% sampling error.

"This survey documents a new realism among working people," said John Rother, AARP's director of policy and strategy. "We're no longer getting people being able to retire at 50 based on unrealistic stock-market returns."

The need for money was named as the primary motivation for older workers' decision to stay on the job, with 22% of people who haven't retired giving it as their top reason for staying on the job, along with 35% of people working in retirement.

Federal job numbers are beginning to reflect the study's findings. As of Aug. 31, 4.8 million people age 65 and older were in the U.S. work force, up 8% from 4.4 million in March 2001, when the most recent recession started, according to the Bureau of Labor Statistics.

Though the preretirees surveyed for AARP expect to stay on the job for a long time, they anticipate barriers to the work they would like to spend their later years doing, the survey found. The top obstacle they expect to face is health problems (35%), which are "the dirty little secret" marring many older workers' goals, Mr. Love said. "Everyone wants to work longer, but what if they can't?"

Other expected barriers, named by 33% of workers apiece, were the lack of money needed to start a business and physical demands of the work.

Another key finding: Though the bulk of older workers plan to stay in their current professions, 27% expect to do something entirely different, with 16% planning to work for themselves or start their own business. Of those planning to work for hire, 6% are considering teaching.

<http://www.retiredbrains.com/>

The RetiredBrains suite of sites assists seniors to connect with employers seeking to hire them. There is no charge to search for a job or to post a resume. The site does not charge employers to post positions appropriate for seniors. Most of the postings are for part-time or temporary assignments, but there are a number of full-time jobs listed as well. Employers have found it to be cost effective to hire seniors as they require less training and if hired on a part-time basis they do not have to pay insurance costs and other expensive benefits. The sites also provide seniors with links for continuing education, as well as a Senior Resources Section that includes information on volunteering, prescription drugs, retirement planning and links to government and other informational help sites.

4. Success Story

George C., early 50s

With two masters degrees, George had started his career in sales and business development . Then, in 1990, he started his own consultancy in technical writing as an editor and writer. George had a passion to make a difference. This lead to working for non-profits. George wanted to be a respected leader in his work and community.

Like many others, he hit a wall in 2001. He stayed the course working for non profits, but that proved to be unrewarding as well as frustrating.

Through coaching, he discovered his natural talent for conceptualizing, synthesizing, dealing with ambiguity, generating new ideas, and sales. He also knew that Baby Boomers are looking for some help to manage their money.

He is a natural for financial planning. George starts 12/1.

5. Words that Inspire

“Without change, something sleeps inside us, and seldom awakes. The sleeper must awaken.”

—Frank Herbert, writer

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