

## **The Go-Giver: A Little Story About a Powerful Business Idea, by Bob Burg & John David Mann to the old proverb “Give and you shall receive”**

*The Go-Giver* tells the story of an ambitious young man named Joe who yearns for success. Joe is a true go-getter, though sometimes he feels as if the harder and faster he works, the further away his goals seem to be. And so one day, desperate to land a key sale at the end of a bad quarter, he seeks advice from the enigmatic Pindar, a legendary consultant referred to by his many devotees simply as the Chairman.

Over the next week, Pindar introduces Joe to a series of “go-givers:” a restaurateur, a CEO, a financial adviser, a real estate broker, and the “Connector,” who brought them all together. Pindar’s friends share with **Joe the Five Laws of Stratospheric Success** and teach him how to open himself up to the power of giving.

Joe learns that changing his focus from getting to giving—putting others’ interests first and continually adding value to their lives—ultimately leads to unexpected returns.

Imparted with wit and grace, *The Go-Giver* is a heartwarming and inspiring tale that brings new relevance to the old proverb “Give and you shall receive.”

### **Our discussion March 15, 2023**

#### **1. The Law of Value**

**Your true worth is determined by how much you give in value than you take in payment.** Before thinking about profits, first ask yourself, does this serve others? A great business delivers unbelievable value; when you focus on giving value as a way of life, the money will naturally follow.

Insight –

- The example of IAWW helping us at our Sammamish Seniors beginnings in 2019, they win a biennial city contract in 2023, and now we are helping them
- It’s a win-win for everybody
- My 19 years on city council were the best years of my life. It’s the connections. It’s important to get involved with region, county, state - to learn best practices

#### **2. The Law of Compensation**

**Your income is determined by how many people you serve and how well you serve them.** The bigger your impact, the more money you’ll actually earn.

Insight –

- Income is a side benefit – the example of the coffee company with its connections and great coffee.

#### **3. The Law of Influence**

**Your influence is determined by how abundantly you place other people’s interests first.** The best way to build strong relationships is to focus 100% on helping the other person, without keeping track of how much others owe you or how much they gain. When you add value to others freely, people are naturally attracted to you, like you and want you to succeed, and you essentially build an army of personal ambassadors.

Insight –

- They see your work and they trust you

#### **4. The Law of Authenticity**

**The most valuable gift you have to offer is yourself.** Every human being craves genuine connections and relationships. Hence, the best gift you can offer someone is your authenticity, simply

by being yourself rather than pretending to be someone else. No amount of manipulation skills or techniques can be as effective or valuable as your authenticity and sincerity.

Insight –

- To become a realtor, that it's hard to be successful initially, a lot of skills involved
- Getting involved in peoples' lives in realty, to stage their home to get ready and yet someone else may get the listing, that real estate can be very cut-throat
- It's an important life skill to be authentic, to be real and not a fake
- It takes courage to be authentic, example of 14 years with Starbucks and the variety of roles
- Is it an age component, that it's easier for older people to follow these tenants as compared to younger people
- Living by the golden rule and working together – Sammamish Seniors, Rotary, Sammamish Friends, Eastside Friends of Seniors
- We live by these guideposts

## 5. The Law of Receptivity

**The key to effective, effective giving is to stay open to receiving.** Giving and receiving are 2 sides of the same coin. There can be no act of giving without a concurrent act of receiving, just like how you cannot exhale without inhaling. Practice receiving—the next time someone pays you a compliment, simply accept it graciously by saying “thank you” with a smile.

Insight –

- Being open and thankful to person offering compliment to you
- It's OK to benefit what comes to you
- Do the right thing, and throw the alternatives in the well
- Wolves in real estate – there's anger, there's positive goodness – which wins? It's always an unsettling time to negotiate – where does taking them on their word fit in

**A quote from our discussion leader: “I see our group as a group of people who live by these laws.”**

**Which laws seems easiest to follow?**

**Response: “The Golden Rule” & the Rotary “Four-Way Test”**

