

Communicate and Network Your Way to More Success!

by Lillian D. Bjorseth

Duoforce Enterprises, Inc.

2221 Ridgewood Rd.
Lisle, IL 60532

630-983-5308
630-983-5312 (fax)

www.duoforce.com
lillianspeaks@duoforce.com

Volume 7 Issue 1 January 2010



Welcome to another issue of **Communicate and Network Your Way to Success**. My mission is to help you build more social capital, i.e., your network of knob turners. Contact me for keynotes, workshops, in-house training and coaching in vital networking & communication skills or if you would like to reproduce any part of this newsletter. Enter lillianspeaks@duoforce.com or unmark as spam in your database to ensure you receive this newsletter. [Read it online here.](#)

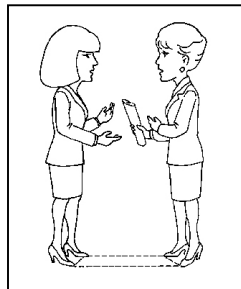
■ In this issue:

1. Does Your Stance Exclude or Include Others?
2. Date Chosen for Ninth Greater Chicago Networking Extravaganza
3. Check Out My New Blog!
4. Lillian Named Outstanding Chicago Speaker
5. “Use DISC to Enhance Your Job Search” for Those in Transition
6. Ask the Networking Authority – is it important that I have a business card when in transition?
7. About Lillian
8. Did You Know ...

■ Does Your Stance Exclude or Include Others?

Have you ever attended a meeting, conference or networking event and felt as if people were unfriendly or snobbish and hard to engage in conversation? Are you aware you might be sending the same message when you are talking with another person ... simply through your stance?

By the way you stand, you either exclude or include others. Unfortunately, you may be unaware of the vibes you are sending about you or your organization.



When you and another person face each other and form a rectangle like the illustration above, you send the message that you have “closed off” your space and do not wish to be interrupted. Usually, you do not consciously set out to do this, rather your bodies “close up the space” as you become more and more involved in your conversation.

When you are the person trying to join two people who have assumed that stance, you set yourself up for rejection if they are not yet ready to “break the box” and let you in.

I’ve tested the principle and once stood next to two people for five minutes before they invited me in. Probably didn’t help that they were vice presidents at AT&T ... and I was only a manager.

It also can be difficult for you to break out of the rectangle if you are ready to move on and the other person is not yet finished “monopolizing” your time.

I stopped by a funeral home to pay my regards to a friend when her father died. She had left to run an errand so I met and spoke with her sister. We moved into a rectangular position, and I tried to break it because I needed to leave for an appointment. She kept rotating with me to keep the box intact. It was apparent she was not yet ready to break off the conversation. Finally, a priest approached us and as she saw him out of her peripheral vision, she opened our “box.” I excused myself shortly after I was introduced to the priest.

On the other hand, when you and another person have your feet pointed outward as if you could complete a triangle,



you are inviting others into the conversation. It is easy for someone walking past or standing nearby to make eye contact. That person will feel welcome to join you, particularly if one of you extends an invitation through a smile, nod or a pause in your conversation.

Knowing these two simple “stance” facts can save you from feeling rejected or ignored or making others feel that way vs. welcomed and comfortable.

Just as you have developed your brand so do organizations and companies. “Stand up” for you/yours in a friendly, welcoming manner.

■ **Date Chosen for Ninth Greater Chicago Networking Extravaganza**

It’s that time of the year again ... mark your calendars for the Chicago area’s premier face-to-face networking event: The [Greater Chicago Networking Extravaganza!](#) This one is from 5:30 – 8:30 pm, April 6, 2010 at the Metropolitan Club, 233 S. Wacker, 67th Floor, Oak Room, Chicago. [Jason Jacobsohn](#), my co-host, and I have a lot of things up our

sleeves. Hurry to get on the sponsorship bandwagon! We look forward to having you on board.

■ **Check Out my New Blog!**

After consternation about finding time to do it, frustration with my ISP for not supporting MYSQL on the server I am on and holiday delays, I am delighted to say my blog is underway. It's at www.lilliancommunicates.com (it has its own website!). As I gear up, I make you one promise: lots of worthwhile information on how to network and communicate your way to more success! My blog on *How to Network at a Chamber Event When in Transition* garnered this comment:

“A great down-to-basics article with extremely valuable advice. Thank you Lillian!”

Richard Laible

President - Laible productions, Inc.

■ **Lillian Chosen Outstanding Chicago Speaker**

I'm honored to be among the recipients of the 2009 Outstanding Chicago Community Awards recently announced by [Red Carpet Concierge of Chicago](http://www.redcarpetconcierge.com). Chosen Outstanding Chicago Speaker, I'll receive the award at the April 6, 2010 Greater Chicago Networking Extravaganza (GCNE). “It is fitting to present Lillian the award at this event because I first met this dynamic speaker at the 2009 GCNE. I was blown away by her warm, friendly personality, her powerfully convincing presentation style and her organizational and networking skills,” said Sandy Smith-Doghmi, founder and president. “She is truly one of Chicago's premiere speakers and connectors.”

■ **“Use DISC to Enhance Your Job Search” for Those in Transition**

On Feb. 9, 2010, I'll focus the power of DISC on helping you understand why you and others naturally behave the way you do and then how to adapt and flex to meet your interviewer's needs and become the candidate that is remembered. The program's from 1-4 pm at the Community Career Center in Naperville IL. Find out more and register at <http://tinyurl.com/yewr49j>.

■ **Ask the Networking Authority**

Do you have questions about networking protocol or how to network strategically? Email them to lilianspeaks@duoforce.com, and I'll answer as many as I can in this newsletter. Put “question for newsletter” in the subject line.

Is it important that I have a business card while I am in transition?

Looking in Atlanta

Absolutely, positively!

No one should attend a face-to-face networking event without a business card, no matter their job or lack thereof. It is expected and respectful to always have cards to give to people who ask. I've heard hundreds of reasons why someone is “out of cards,” and so far none of them holds water. What other people may read into your being “cardless” is that you are disorganized, can't afford them, a poor planner or unaware or don't care about business protocol.

It is unprofessional to have to write your name on the back of someone else's card or, heaven forbid, a napkin. When in transition, list your name and contact information and area of expertise such as marketing communication, human resources and software engineer. Stick with generic terms that people outside your industry will understand.

Don't be embarrassed in today's economy to be in transition. It can be embarrassing, however, not to have a business card.

Response to *Ask the Networking Authority's* question in the November 2009 newsletter:

Thank you! Thank you! Thank you!

I thought I've been the only voice out there troubled about spelling and grammar in emails, newsletters and other communications. Good grammar was beat into me in grade school and then high school. It's refreshing to see someone other than me point out how atrocious poor spelling and grammar makes you look.

**Tom Wiczorek, owner
Sales Automation Specialists**

■ **About Lillian Bjorseth**

Lillian Bjorseth helps you build a new kind of wealth - social capital - by improving your networking, business development and communication skills. She's a Lisle IL-based, internationally acclaimed speaker, trainer, coach, prolific author and certified, award-winning DISC trainer who loves to work *with* you and *for* you! www.duoforce.com
lillianspeaks@duoforce.com, 630-983-5308, www.greaterchicagonetworking.com;
www.lilliancommunicates.com.

■ **Did you know ...**

- An average American will spend about six months waiting at red lights throughout her/his lifetime.
- Women blink nearly twice as much as men. (*Seems to have no relationship to flirting*)

... until next time

© 2010. Duoforce Enterprises, Inc. Lisle IL. All rights reserved.

To unsubscribe from this newsletter and all information regarding Lillian's events, send an email to lillianspeaks@duoforce.com with the subject "unsubscribe." It is our ongoing commitment to communicate and network only with those who want to hear from us.