Social Confidence Skills: The “Secret Sauce” of Over-the-Top Success
Some are visible –
Some are invisible
15% of success is due to technical skill
85% of success is due to social skills

Carnegie, Harvard University & Stanford Research Institute
“It’s WHO you know”
Social Adeptness
Envy
It’s who you know – and who knows, likes and trusts you
Temperament: the most basic personality difference
From birth: Sensitivity to stimulation Activity level
These are enduring characteristics
Extroverts:
Get energy from outside stimulation
Have a high tolerance for stimulation
Introverts: Have a lesser capacity for outside stimulation than do extroverts.
Introvert:
Energy may come from the outside...
... or from the inside
High stimulation

Just right

Low stimulation
Introverts:
Brains more sensitive to stimulation
Less practice in social skills
May have poorer models
And we live in an Extrovert Culture
Creative Life Changes
Who is George Stout?
Stereotypes:
Shy or socially awkward
Don’t like to be around people
Don’t make good leaders
Don’t make good sales people
Somewhat negative or even neurotic
Easy to spot in a crowd
“The Downfall of Extraverts and the Rise of Neurotics”

Bendersky & Shah, Academy of Management Journal, 2013
How many of us are there?

About 51% of the population

Myers-Briggs
No Villains
No Victims
but
Extroverts misjudge Introverts
Introverts misjudge Extroverts
what i think

what i say
“Quiet people have the loudest minds”

Stephen Hawking
Social Capital: the accumulation of resources we **build** through personal and professional networks
Result of Social Capital:
More income
More influence
More support
Why do we need social capital?
... so that you can make Withdrawals as needed
... for
more income
more influence
more support
You *create* Social Capital by your *own* actions
Major avenue to success: Face-to-Face Meetings
Personal barriers to raising social capital include:
You meet people everywhere
Networking meetings
Prepare in advance
Go alone!
Two’s a crowd
How many people will you meet?
Set a limit
Become part of the Welcoming Committee
Take notes on people you meet – for immediate follow-up
A ship is safe at the shore, but that is **NOT** what it is built for.

~ Albert Einstein
Take charge of the greeting:
Smile
Firm handshake
Announce your name
Connecting
You can only get to Big Talk through Small Talk
Find a “hook” in what they say-
“Tell me about it”
Practice with strangers
Social Confidence Skills: 
Part II 
Staying connected 
Finding & keeping a mentor 
Being social on social media 
Promoting yourself - painlessly
Staying connected”
Be rewarding
Be thoughtful
Be rewarding (continued):
Park your perfectionism &
Ramp up your enthusiasm
Be rewarding:
Park your perfectionism
Ramp up your enthusiasm
Take notes for immediate follow up
Take charge of the greeting:
Smile
Firm handshake
Announce your name
One hour of follow-up for each hour spent networking
One hour of follow-up for each hour spent networking
Be of service

“How can I help further your goals”
Finding a mentor
Consider a Mentor Board
Who do you ask?

Peers

Person who recruited you
“Who do respect as a leader?”
“Can you introduce me?”
Go to prospective mentor: Suggest coffee
“I’m new and I’d like to...
...ask some questions about your area
...learn more about your area
Send a “Thank You ‘’” note

*Real* paper & pen

Creative Life Changes
Social Media
Technological skill and Social skill---
--- Not the same!
Do you really want to be found on LinkedIn?
It’s like having a storefront with no door, no hours posted, and no way to get at the goodies inside
Post your business e-mail address and business telephone number
Make your profile personable
Make your invitations inviting
Promote yourself
It’s a business obligation
Through everyday conversation
The one thing to avoid saying
“You wouldn’t understand”
Let your Tribe promote you
Make it a habit to promote members of your Tribe
Consequences of being “unconfident”:
- Your voice isn’t heard
- The world loses – and so do you
- You are misunderstood
- You’re a threat to someone – somewhere
- Health problems
Having Social Confidence Skills

You choose

How
When
Where
How often
And you don’t have to be someone you don’t like to be sociable
Consequences of unconfident:

- Your voice is not heard
- The world loses – and so do you
- You are misunderstood
- You’re a threat to someone – somewhere
- All you may know is that this person is unkind to you

Health problems
- Constant low-level anxiety – most dangerous form of stress

Introverts are not defective extroverts

www.ConfidentIntrovert.com
How do you get to Carnegie Hall?

Practice, practice, practice