

# Social Confidence Skills: The “Secret Sauce” of Over-the-Top Success



Creative Life Changes

[www.creativelifechanges.com](http://www.creativelifechanges.com)

# My Story



**Creative Life Changes**

[www.creativelifechanges.com](http://www.creativelifechanges.com)

Some are visible –  
Some are invisible



Creative Life Changes

15% of success is due to  
technical skill



Creative Life Changes

85% of success is due to  
social skills

Carnegie, Harvard University & Stanford Research Institute



Creative Life Changes

“It’s WHO you know”



Creative Life Changes

# Social Adeptness

## Envy



Creative Life Changes

It's who you know –  
and who knows, likes  
and trusts you



Creative Life Changes



# Temperament: the most basic personality difference



**Creative Life Changes**

*Getting to the heart of what matters*

[www.creativelifechanges.com](http://www.creativelifechanges.com)

From birth:  
Sensitivity to stimulation  
Activity level



**Creative Life Changes**

*Getting to the heart of what matters*

[www.creativelifechanges.com](http://www.creativelifechanges.com)

These are  
enduring characteristics



Creative Life Changes

# Extroverts:

Get energy from outside stimulation

Have a high tolerance for stimulation



Creative Life Changes



**Creative Life Changes**

Introverts:  
Have a lesser capacity for  
outside stimulation  
than do extroverts



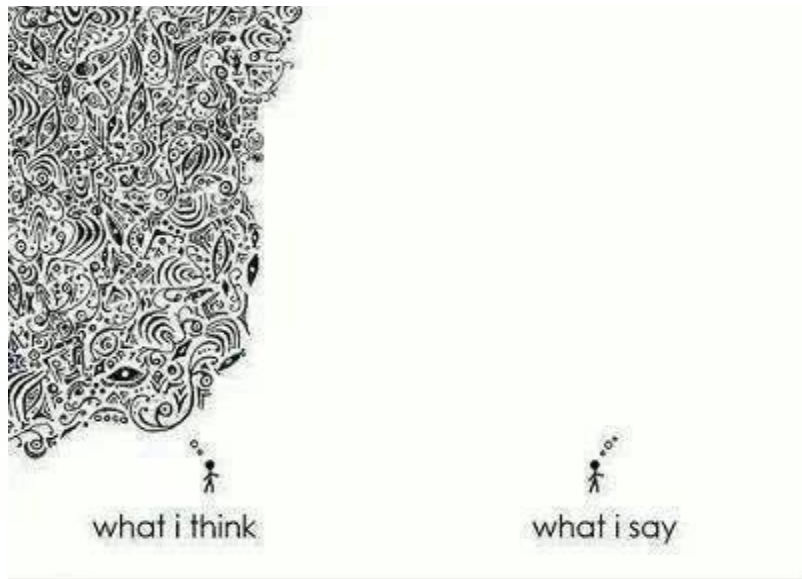
Creative Life Changes

Introvert:  
Energy may come  
from the outside...



Creative Life Changes

[www.creativelifechanges.com](http://www.creativelifechanges.com)



... or from the inside



**Creative Life Changes**

*Getting to the heart of what matters*

[www.creativelifechanges.com](http://www.creativelifechanges.com)



High stimulation

---

Just right

---

Low stimulation



Creative Life Changes

# Introverts:

Brains more sensitive to stimulation

Less practice in social skills

May have poorer models



Creative Life Changes

And we live in an  
Extrovert Culture



Creative Life Changes



**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*





**Creative Life Changes**

[www.creativelifechanges.com](http://www.creativelifechanges.com)



How many of us are there?  
About 51% of the population  
Myers-Briggs



No Villains

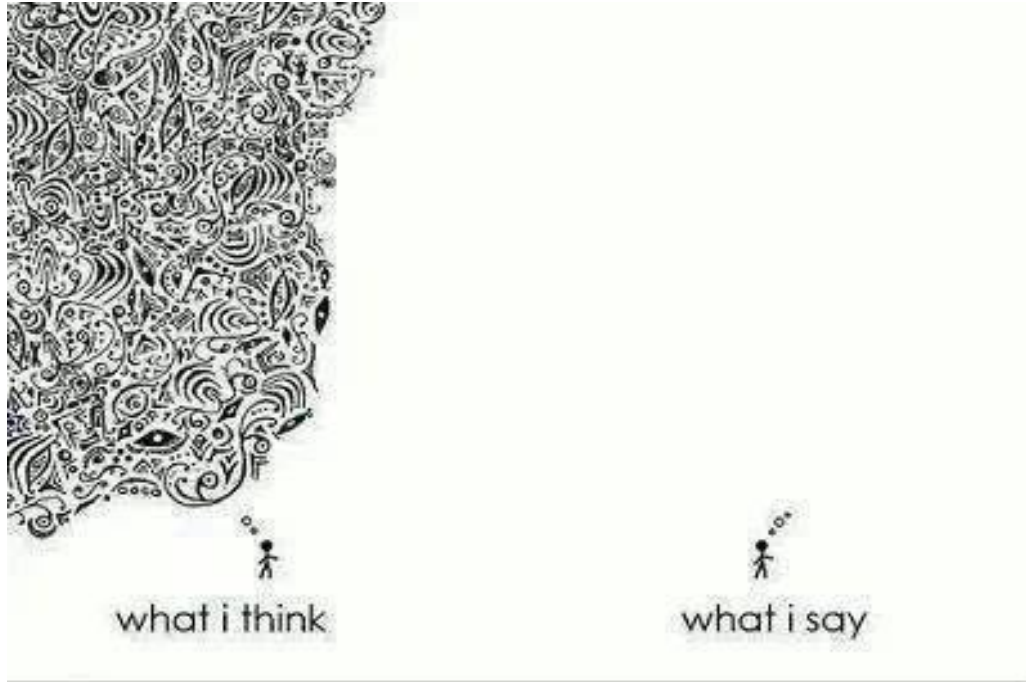
No Victims

*but*

Extroverts misjudge Introverts

Introverts misjudge Extroverts





Creative Life Changes

“Quiet people have the  
loudest minds”

Stephen Hawking



**Creative Life Changes**

*Getting to the heart of what matters*

[www.creativelifechanges.com](http://www.creativelifechanges.com)

Social Capital: the accumulation  
of resources we **build** through  
personal and professional  
networks



Creative Life Changes

Result of Social Capital:

More income

More influence

More support



Creative Life Changes

# Why do we need social capital?



Creative Life Changes

... so that you can make  
Withdrawals  
as needed



Creative Life Changes



... for  
more income  
more influence  
more support



Creative Life Changes

You *create*  
Social Capital  
by your *own* actions



Creative Life Changes

# Major avenue to success: Face-to-Face Meetings



**Creative Life Changes**

*Getting to the heart of what matters*

[www.creativelifechanges.com](http://www.creativelifechanges.com)

Personal barriers to raising social capital include:



**Creative Life Changes**

*Getting to the heart of what matters*

[www.creativelifechanges.com](http://www.creativelifechanges.com)

You meet people  
*everywhere*



Creative Life Changes

[www.creativelifechanges.com](http://www.creativelifechanges.com)

# Networking meetings

## Prepare in advance



Creative Life Changes

Go alone!  
Two's a crowd



Creative Life Changes

How many people will you meet?  
Set a limit



Creative Life Changes



# Become part of the Welcoming Committee



Creative Life Changes

Take notes on  
people you meet –  
for immediate follow-up



Creative Life Changes

*A ship is safe at the shore, but that is  
NOT what it is built for.*

*~ Albert Einstein*



**Creative Life Changes**

Take charge of the greeting:

Smile

Firm handshake

Announce your name



Creative Life Changes

# Connecting



Creative Life Changes

You can only get to Big Talk  
through Small Talk



Creative Life Changes

Find a “hook”  
in what they say-



Creative Life Changes

“Tell me about it”



Creative Life Changes



# Practice with strangers



Creative Life Changes

# **Social Confidence Skills: Part II**

Staying connected

Finding & keeping a mentor

Being social on social media

Promoting yourself - painlessly



**Creative Life Changes**

[www.creativelifechanges.com](http://www.creativelifechanges.com)

Staying connected”

Be rewarding

Be thoughtful



Creative Life Changes

Be rewarding (continued):  
Park your perfectionism &  
Ramp up your enthusiasm



Creative Life Changes

Be rewarding:  
Park your perfectionism  
Ramp up your enthusiasm



Creative Life Changes

Take notes  
for immediate follow up



Creative Life Changes

Take charge of the greeting:

Smile

Firm handshake

Announce your name



Creative Life Changes

One hour of follow-up  
for each hour  
spent networking



Creative Life Changes



One hour of follow-up  
for each hour  
spent networking



Creative Life Changes

Be of service  
“How can I help further your  
goals”



Creative Life Changes

# Finding a mentor



Creative Life Changes

# Consider a Mentor Board



Creative Life Changes

Who do you ask?

Peers

Person who recruited you



Creative Life Changes

“Who do respect as a leader?”



Creative Life Changes

“Can you introduce me?”



Creative Life Changes

Go to prospective mentor:  
Suggest coffee



Creative Life Changes



“I’ m new and I’ d like to...  
...ask some questions about your area  
...learn more about your area



Creative Life Changes

Send a “Thank You “” note  
*Real paper & pen*



Creative Life Changes

# Social Media

Technological skill  
and Social skill---  
--- *Not the same!*



Creative Life Changes

Do you really want to be found  
on Linked In?



Creative Life Changes

It's like having a storefront with no door, no hours posted, and no way to get at the goodies inside



Creative Life Changes

Post your business e-mail address  
and business telephone number



Creative Life Changes

# Make your profile personable



Creative Life Changes

# Make your invitations inviting



Creative Life Changes



Promote yourself  
It's a business obligation



Creative Life Changes

Through everyday  
conversation



Creative Life Changes

The one thing to  
*avoid* saying



Creative Life Changes

“You wouldn’ t understand”



Creative Life Changes

Let your Tribe promote you



Creative Life Changes

Make it a habit to promote  
members of your Tribe



Creative Life Changes

## 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



Creative Life Changes



And you don't have to be  
someone you don't like  
to be sociable



Creative Life Changes

**Introverts are *not*  
defective extroverts**  
[www.ConfidentIntrovert.com](http://www.ConfidentIntrovert.com)



**Creative Life Changes**



Creative Life Changes

[www.creativelifechanges.com](http://www.creativelifechanges.com)

*How do you get to Carnegie Hall?*

Practice, practice, practice



Creative Life Changes