



Shoreline

THE EDUCATIONAL MOMENT

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BUSINESS NETWORK INTERNATIONAL
The World's Leading Business Networking & Referral Organization

Belonging to **BNI** is like having a whole sales force working for you.

**12 x 12 x 12
Rule***

PERCEPTION. Is it reality for everyone or just most people? OR Does perception take in to consideration the facts of the situation? We use our daily perceptions to make decisions. Each day we are bombarded with thousands of decisions to be made: **a) Some we make on auto pilot; b) Others fall into a Monty Hall: Door #1; #2; or #3?; c) Some fall into the category of "First Impression."**

The 12 x 12 x 12 Rule is that there are (3) zones where people pick up clues about us. These clues that determine whether or not they will possibly give you a shot. A shot at finding out whether they can risk getting to know, like and trust you.

CLUE 1 - How do you look from 12 feet away?

You want to come as looking like you fit the part.

- An auto mechanic in a 3-piece suit had best be on his way to a funeral.
- A lawyer in flip-flops and a tank-top better be going to a luau.

Contextually, fit in. It instills confidence.

CLUE 2 - How do you look from 12 inches away?

Body Language? Attitude?

- Booze on the breath? Call in sick.
- Falling asleep? Get a sub or burn an absence.
- Showing up to the Round Table as Sir Slouch-a-Lot? Body language speaks volumes!

Contextually, fit in. It just might open the door.

CLUE 3 - What are the first 12 words out of your mouth?

Have a plain English, straight to the point **unique selling proposition.**

- The USP should be able to pass the "Eye Brow Test."
- Eyebrows UP: Winner - they are interested.
- Eyebrows DOWN: Loser - they do not understand WTF you said.

What this means for US Today

- The last pandemic was 100 years ago; the Spanish Flu.
- The gameboard and systems that we've all used to get us where we are today are being shaken to their core.
- The re-setting of the economy will occur.
- How we will each fit in to the "Brave, New, COVID World" is anyone's guess.
- **Starting now we are in situations of First Impressions.**

What are We to Do?

We will all be called upon to re-think how we do business.

- Recognize what is in front of us;
- Figure if and how we can help, foster, solve or aid the situation, then,
- Execute to the best of our professional abilities.
- I am not planning on sitting around and waiting for hand-outs.
- **I plan on being a part of the recovery.**

The 12 x 12 x 12 Rule

How do you look from 12 feet away?

How do you look from 12 inches away?

What are the first 12 words out of your mouth?