



# **THE** *Three C's* OF BUSINESS SUCCESS

A diagram consisting of three overlapping circles arranged vertically. The top circle is labeled "CONFIDENCE", the middle circle is labeled "CONNECTION", and the bottom circle is labeled "COMMUNICATION". The circles are light purple and overlap in the center.

**C**ONFIDENCE

**C**ONNECTION

**C**OMMUNICATION

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## C O N T E N T S

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- 1 Thoughts on being compelling
- 2 What is “Presence”?
- 3 Confidence
- 4 Connection
- 5 Communication
- 6 Confidence. Connection. Communication.

# Thoughts on Being Compelling

Quickly, picture the most compelling and memorable business leaders you've ever met. Take a mental inventory of them. What do you recall about them? What made them fascinating?

Probably it is their confident gaze and their ability to make you feel valued and heard. Or perhaps it is that they remember something significant you mentioned to them in a previous encounter. Or maybe this person helped introduce you to someone you really wanted to meet. Perhaps you noticed them speaking with people of diverse professional accomplishments, and, for each, there was full attention, acceptance, and trust. You may have noticed that being with this person left you feeling upbeat, positive, and revitalized.

Over my years in business, I've learned that leaders have many things in common. This is especially true when it comes to their abilities to convey essential qualities through their presence, to establish a connection with those they meet, to communicate with others and have their words heard and retained, or to sway someone to their point of view.



**How can you achieve this ideal?  
What are the secrets of creating and  
maintaining your professional and  
personal presence?**

After a lifetime of executive, business, and personal coaching, I have found that the top three dynamics of success are confidence, connection and communication. These elements provide the foundation on which to build your professional and personal presence.

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# What is “Presence”?

Presence is how you put yourself forward in the moment. It informs the perception that colleagues and potential clients create in their minds upon interacting with you.

Are you someone to be respected? Trusted? Valued? We often say of a particularly dynamic speaker, “She has such great stage presence.” One can also exhibit great presence in a crowded room, not only when in the spotlight.

Everything about you, from how you look, to the clothes you wear, your posture, how you relate to those around you, to what you say and the manner in which you say it contribute to your unique presence. Your presence also reflects what you think of the people around you. Are you, through your physical presence, helping others to perceive your interest, trust, respect, caring, and value in them?



“A Presence can also be thought of as ‘Personal Power’ as discussed by Laura Belsten:

“People with a highly developed sense of personal power have a quiet self-confidence that they can set the direction of their lives, and they do. They define themselves from the inside out (for example, their internal self-talk includes messages like “I am a capable person, I can manage this setback, I’m good at managing conflict, I’m creative.”)

# Confidence

Confidence may be thought of as assuredness. It is a quality you convey with your presence. It's your self-owned expression of ability, character, and self-regard. Recognize confidence as your power asset.

Nine things confident people do.

- 1 Stand up for their beliefs.
- 2 Listen more than they speak.
- 3 Acknowledge others.
- 4 Ask for and offer help freely without reservation.
- 5 Think, "Why not?"
- 6 Demonstrate high regard for others.
- 7 Know who they are and what they really want.
- 8 Learn valued lessons from mistakes.
- 9 Earn and share respect.



## What the Experts Say

"Confidence equals security equals positive emotion equals better performance," states Tony Schwartz, President and CEO of The Energy Project and author of "Be Excellent at Anything."

– Harvard Business Review

Build your confidence by adopting these mindsets.

- 1 Take action, be present, do great things.
- 2 Be honest with yourself. Confront your fear, be curious, and get all the facts.
- 3 Put your thoughts in order by establishing priorities and developing an action plan.
- 4 Allow humor to play a role in your day to day.
- 5 Prepare. Practice doing things you are unsure about.
- 6 Take risks. Realize that you can handle even the worst thing that can happen on the path to getting what you really want out of life.
- 7 Embrace new thoughts and new opportunities. Live with confidence.

# Connection

Connection is one of the most fundamental and valuable elements of business. Without it, you limit your ability to maintain current clients, gain new clients, and grow your business. Making connections and developing relationships strengthens your business by positioning you as a leader within your field.

Programs offered by Business Success Dynamics encourage results-oriented networking. A results-oriented approach requires that you set the intention to meet qualified contacts and implement a process that produces leads and referral sources.

Follow these steps to effectively connect with others at events, when expanding your network of connections is your goal:

- 1 Adopt the Mindset.** Networking is a mindset. Approach networking opportunities as a way to make new business associates and friends.
- 2 Get Comfortable.** Arrive early, greet others, be enthusiastic, attend with a friend, circulate within the crowd, and make introductions (i.e. introduce your contacts to others).
- 3 Make the connection.** A real connection happens after the introduction. Connect with others in a meaningful way by showing interest, asking questions, and expressing a compliment. Relate with your new connection once you discover that you have something in common. Remain positive, smile and actively listen. Be helpful. Offer an idea or resource that applies to their professional interest.
- 4 Plan a meeting.** Set the intention to reconnect. By planning a meeting or phone conference to get better acquainted, you show that you have a true interest in learning more about your new connection.
- 5 Follow-up.** Save your connection's contact information to your database with notes about where you met, topics discussed, and what your next form of communication will be. An effective follow-up is the difference between results-oriented networking and simply meeting new people.
- 6 Stay in touch.** Find ways to develop the relationship. Give more than get. Send links to articles which cause you to think of the person, insightful information that you know, based on your conversations, will help them with a situation or need. Help them connect with someone else who is valuable. Ask the person if you may add them to your email newsletter list. Don't add them without permission. Whether it's via email, phone, or physical appointment, stay connected! Every other focused relationship serves to strengthen your business network.



# Communication

The value of your connections will hinge upon how well you communicate. Use the following tips to improve the effectiveness of your interactions. Communication is verbal and nonverbal. It is the currency for the exchange of ideas. Without the ability to compellingly convey your thoughts, both with your physical presence and your words, you will not convince others of your abilities.

## Build Your Business Communications Skills

- 1 **Communicate with purpose.** Effective communication should be intentional and purposeful. Prepare for networking opportunities and business correspondence. Determine what sort of communication/message will benefit those around you. Practice that message, and know when and how to deliver it.
- 2 **Be consistent.** Your colleagues and clients will hear your message, and they will also note your actions. Ensure that what you say is consistent with what you do.
- 3 **Develop your skills.** Continuously work to improve your speaking and writing skills. To improve speaking, consider taking a class, join Toastmasters, practice in front of a mirror (or friend), record yourself, and explore professional development opportunities such as BSD Mastermind Group. To improve writing, consider keeping a journal, allow others to help edit letters and emails. In general, improved communications abilities are based on three things: practicing, seeking feedback, and applying feedback constructively.
- 4 **Be a good listener.** Communication goes both ways. The most effective communicators are also good listeners. Listen to others carefully. Rather than listen in order to formulate your next question, listen to understand the motivations and needs of the person to whom you are speaking.
- 5 **Have a vested interest.** Your conversational partners will be more receptive when you talk with them and not at them. Engage in a dialogue – giving and taking. Encourage people with whom you are speaking to share ideas.
- 6 **Be clear.** Speaking eloquently is a wonderful skill, but it doesn't necessarily translate into effective communication. Hemingway is known for his short sentences and compellingly stated ideas because there is power in simple language. Good communication does not have to use a large vocabulary. Focus on clarity, and watch the faces of those you're talking with to ensure they hear and perceive your message.

“Communication goes both ways.  
The most effective communicators  
are also good listeners.”



# Confidence. Connection. Communication.

Just as you learned your multiplication tables by repetition and practice, so can you learn these essential interpersonal skills. Bolster your confidence, make real connections and hone your communication skills.

The following tips will be helpful in bringing these concepts full circle:

- 1 Benefit others.** Dedicate your time and resources to those who are most likely to benefit from your message. Receptive candidates will exhibit interest and fall into one of two categories: a potential customer, or, a strategic partner.
- 2 Be pleasantly persistent.** Remind your audience on a more regular basis of what it is that you offer, reconnect and understand their needs, and continue to demonstrate value.
- 3 Compliment sincerely.** Sincere compliments make a positive and memorable impression.
- 4 Do not make assumptions.** Do not make assumptions about what others want or don't want. Offer value and allow others to determine what is right for them. Customize your offerings in response to the wants and needs your audience identifies.
- 5 Set an expectation.** Effectively managing the expectations of others helps to build your credibility. Give practical responses. Work with honesty and integrity.
- 6 Be certain.** Confidence is an attractive quality in any relationship, and it is especially crucial in business relationships. To earn the confidence of others, you must first be confident in yourself. Exhibit confidence by effectively connecting and communicating. Combine that with a true certainty about the value you offer, and the ability to demonstrate this to others will come easily.



“Offer value and allow others to determine what is right for them.”



## Learn More

At Business Success Dynamics, we believe success is available to all business owners. Shirlie Taylor, an experienced mentor, business coach and leader, guides professionals as they chart their path. Her career experience in sales and corporate management allows her to serve people from corporate and entrepreneurial businesses.



Professional development is crucial to business success. Continued practice will improve your confidence, ability to connect and communicate. If you would like to take your professional development a step further, consider pairing your efforts with our professional guidance.

Please visit [BusinessSuccessDynamics.com](http://BusinessSuccessDynamics.com) to learn more about Coaching Programs and Mastermind Groups.

We invite you to call or email to set an appointment for a private, complimentary session.

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