

# SuccessNet™

NEWSLETTER FOR



May/June 1994

## Attitudes Are Contagious--Is Yours Worth Catching?

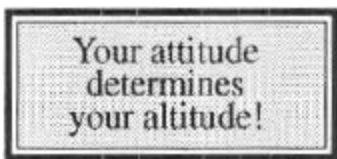
by Ivan R. Misner, Ph.D.

Participating in a business organization enables you to see many different personalities and attitudes. Have you ever noticed that a handful of individuals can greatly affect the outlook of a group in either a positive or negative way? It's true.

A few key individuals can change the course of any group, including a chapter of the Business Network. There's an old saying that goes "your attitude & determines your altitude"

Something I have seen consistently as I visit chapters throughout North America is that groups with positive attitudes generate significantly higher referrals. Conversely, chapters with very negative attitudes almost always pass dramatically less than the average number of leads for a chapter of its size.

In the Business Network, a chapter's attitude definitely determines its altitude. Groups with positive attitudes generate more leads.



Now that you know this, what do you do with this information? Well, I think there are several things you can do to make use of this knowledge:

**First bring people into your chapter who have positive and supportive personalities.** Don't bring people into your group who have a black cloud over their head. Be selective.

The Membership Committee of your chapter does not have to accept everyone who shows up with a check in hand. **Be selective.** Look for people that want to build a business relationship in a structured, professional environment.

**Second, avoid members with bad attitudes at all costs.** Don't let them control you or the meetings. These people are easy to recognize. They are the ones frequently complaining. They don't like the policies, the food, the structure, certain members, etc, etc...

Developing a referral-based business involves building positive relationships. Tearing something down has never "built" anything.

Unfortunately, sometimes people, like water, seek the path of least resistance. They want all the benefits that a word-of-mouth based business can bring, but they are unwilling to do what it takes to build it.

Last year, the Business Network Intl. passed over 245,000 referrals generating millions of dollars worth of business for the members. This program works when members work the program.

If you have members in your group who want to change critical elements of your meetings, ask yourself "will this make things easier or will it make it better?" Usually, easier isn't better. Remember that the grass isn't greener on the other side of the fence, it's greener where you water it.

**Third, expect, require, and pursue the best from your fellow members.** Be enthusiastic about the process. Nothing great is ever accomplished without a little bit of enthusiasm. Above all, be positive. The next time you are at your meeting, notice that the person getting the most leads, consistently, week after week, is one of the friendliest, most upbeat members of the group. This is not a coincidence!

In summary, remember that old adage: "Good never influences bad to the same degree that bad influences good." Make sure that your chapter has a majority of positive thinkers.

Attitudes truly are contagious; is yours worth catching?



### Inside This Issue:

- \* Visitor Day Success
- \* International Networki4
- \* Memory Hooks
- \* Chapter Brags
- \* Book Update
- \* Quotable Quote