

Follow-up

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5 YEARS OF MAKING A DIFFERENCE THROUGH PEOPLE

WYPIYGOWI

What You Put In You Get Out With Interest

We all know that we only get interest on our money if we deposit it for a time, that the higher the rate the greater the risk, and that compound interest is better than simple interest.

Making deposits with people is as important as money in the bank — if not more so. In fact, it is probably the “bottom line” for us as human beings. Being clear about our investments in ourselves as well as those around us can reap huge returns and enable us to draw on our investments from time to time without the other person or our own self feeling used.

Let's look at 4 key ingredients of WYPIYGOWI.

1. **COMMUNICATE.** Communicating means not only talking but also, and most importantly, *listening*. Saying hello, remembering names, saying thank you, and really listening can alter your effectiveness tenfold. Remember, we came with two eyes, two ears and only *one* mouth.

2. **MODEL BEHAVIOUR.** Set an example. “Do as I say, not as I do” doesn't work in the long term. Most of us are able to see through each other and know that what we say is not what we do. Frequently, organizations exhort their people to be nice to customers but organizations are not always nice to their people. It is so important that the “words” and the “music” go together. Then we have integrity and what the psychologists call “congruence”. In simple terms, the person we believe we are matches the person others see.

3. **MAKE DEPOSITS.** Contribute to others' accounts. Seldom if ever is money required. Emotional Bank Accounts (EBAs), a concept developed by Stephen Covey in *Seven Habits of Highly Effective People*¹, reminds us that we make deposits by:

- understanding the individual;
- attending to little things;
- keeping commitments;
- clarifying expectations;
- showing personal integrity;
- apologizing sincerely when making a withdrawal.

We do not need to be rocket scientists to realize how we “overdraw” our EBAs. The greatest gifts we can give are, quite often, our time and love. Always, we need to consider what the other person considers a deposit. Back to that Royal Doulton figurine again (August 1992 issue of *Follow-up*). Simple items can really count: one flower, a special chocolate, or a hand-picked card.



KEEP UP YOUR DEPOSITS IN YOUR EMOTIONAL BANK

4. **DO IT.** So much of what intellectually we “know” we should do, never comes out to “play”. There is a saying from Goethe that has been a great help and sometimes a darned nuisance to me over the past years.

“Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness, concerning all acts of initiative (and creation). There is one elementary truth, the ignorance of which kills countless ideas and splendid places; that the moment one definitely commits oneself, then Providence moves too. A whole stream of events issues from the decisions, raising in one's favour all manner of unforeseen incidents and meetings and material assistance which no man could have dreamed would have come his way. Whatever you can do or dream, you can begin it. Boldness has genius, power and magic in it. Begin it now.”

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WYPIYGOWI *from front cover*

It's not easy. Often we'd rather give up on the idea: "It's just not worth it." "It won't make any difference in the long run." "My friends won't like me." And so on. We need help sometimes — a metaphorical "kick in the a__".

Find some people or things to help you get going. I keep a large collection of sayings in my Daytimer (mostly considerably shorter than the one above. Just taking "When commitment is made, Providence moves" works fine for the Goethe one). Refer to them each day. Usually, spookily, the "right one" shows up on days of doubt and helps give me a kick. Do whatever you need to do. Write lists, listen to tapes, have pictures around you, wear a clown nose, say no more often, say yes more often, do something outrageous

But why bother ?

1. What you put in you get out. As you sow also shall you reap. Remember, we choose our attitude to what we say, do, and feel.
2. Trust comes with a track record. We don't simply trust each other, although some of us are naturally more trusting than others. Trustworthiness is one of the true basic values in relationships. If I cannot trust you, it is very difficult for me to have an effective relationship with you.

3. Performance is an 11-letter word for results or outcomes. Rome wasn't built in a day and neither are relationships. The point of mentioning that it is an 11-letter word is that it is a long word and takes time and effort to achieve. We spend our lives sending ineffective messages around expectations to each other. "Clean up your room," we tell our children, and then we complain because it is not done the way we want. We need to be clear about what we expect or need. We need to be able to verbalise it so well that the other person not only understands but is (most importantly) willing to do whatever it is we ask.

4. *Interest* comes only after deposits are made. We normally think of this from a banking perspective, and bankers work from the other end of the spectrum. They make money when we owe them money. However, they don't let us owe them money (at least most of us) unless we have a "track record" with them and are also prepared to provide large amounts of collateral.

Long-term interest and results come only after we have laid the groundwork, taken care of the little things, and generally shown interest.

If you

kNow the little things about the people in your life

Take time to make deposits in their

Emotional Bank Accounts

Recognise

Each person's contribution and be

Sure to say and mean

Thankyou

Then WYPIYGOWI or Whippy-go-we!

¹ Covey, Stephen R. *Seven Habits of Highly Effective People*, 1989. Fireside Books, Simon & Schuster.