



TECHNIQUES  
FOR BALANCE



MUSINGS



THE HUMAN  
CONDITION



OR TIYK MWOYBNT-D

### Balancing Act: The Newsletter (No. 227, July 2018)

BALANCING ACT: BLENDING LIFE, WORK, AND RELATIONSHIPS®

A free monthly newsletter about balancing life, work, and relationships based on the books and popular workshops conducted by Alan Weiss, Ph.D. Past copies are archived on our web site: <http://www.summitconsulting.com>.

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Balancing act is in four sections this month:

1. Techniques for Balance
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3. The Human Condition: Introductions
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## TECHNIQUES FOR BALANCE

- Use Alexa or an equivalent. It makes even Google seem like a snail.
- Don't panic if your credit cards are lost. Your legal liability is \$50. That's why the card companies keep bothering you if they think the card has been charged \$30 by someone else.
- Learn the polite language to cut a conversation short. Don't be a language martyr. ("I'm sorry, I wanted to say 'hello' but I owe my spouse a call about now.")



See Writing on the Wall, featuring Koufax the Wonder Dog.



- Don't ask the servers what they recommend on the menu. Ask the manager, and ask if there's anything special beyond the menu and the daily specials.
- When everyone is a VIP, no one is a VIP. Be careful to whom you grant special status. This is the problem with the airlines, where a hundred people "qualify" for Group 1 boarding.
- On long air trips, I'm at the point where I want to know whether the aircraft has onboard WiFi.
- Read a good history book. The ignorance I'm seeing in younger people (I don't know how better to describe it) is going to undermine their future success. It's not too late for any of us. Quick test: If you can't recall the sequence of the British, American, French, and Russian revolutions without asking Google or Alexa, you need some help. (What years were the American Civil War? World War II?)
- Every time I see someone smack another person with their backpack I imagine that they have zero sensitivity to the world around them.
- If you want to meet someone, pay them a compliment, whether a restaurant manager, reporter, police chief, hospital administrator, etc.
- If you are eager to see a special play or performance, pay extra to get the really good seats. It *does* make a huge difference.



I've always thought that people who avoid eye contact have something to hide.

**Alan Weiss**

**MUSINGS**

I tripped and fell heavily in my usual hair salon, now my former salon. No one attempted to help me up! One stylist, without missing her scissor cuts, asked from afar, "Are you okay?" The manager came over to see what the noise was, saw me on the floor, and simply walked back to the desk.

Once I got up, I decided to see if he would accept payment and my stylist accept his tip. They both did. For all they knew, I had a concussion, and was about to drive (my car was right in front of the shop). I wasn't asked to sit down,

given water, given ice, or provided with any other support. There was no apology.

The cause of my fall was that my stylist had carelessly allowed the hair dryer cord to wrap around the bottom of the chair and of the adjacent furniture, so that it had become a taut “trip wire” about four inches off the floor.

So, no apology. I wrote directly to the salon owner, told him what happened, and explained I could have him closed down for inspection. I could sue him. I could ruin his reputation. Two weeks later, no response.

I then did what we often do these days: I went to the internet. I wrote a blog and a tweet. I suggested that it wouldn't be a surprise if the staff allowed a plugged-in hair dryer to fall into the sink during a shampoo, given the lackadaisical attitude. I also posted three negative reviews with explanation on sites such as Yelp.

Three days after that, the manager sent a written apology with a refund of fee and tip (which I contributed to the Animal Protection League).

The salon owner has an excellent reputation as a stylist, but he's a pretty awful businessman. The apology stated that the staff has since been trained in improved safety measures.

But it's the owner who needs the real improvement.

If someone is treated poorly, or unsafely, or disrespectfully (shades of Starbucks) err on the side of too much attention. No one I know of has ever complained that a business was overly concerned about his or her well-being.

## *THE HUMAN CONDITION: INTRODUCTIONS*

I was listening to Robert De Niro's scabrous invective directed at President Trump when he took the stage at the Tony Awards, ostensibly to introduce Bruce Springsteen and his honorary Tony, which he eventually got around to after his attack. I'm all for free speech, but I'm also for civility. I believe the

president is often uncivil and rude, but I don't believe you descend to that level to combat it.

And, of somewhat major import, De Niro's diatribe dishonored Springsteen, who was there to be accorded a great tribute, not to serve as the premise for someone else's harsh political polemic.

This was an egregious example, but I see it frequently. Many years ago, a woman who was a very good speaker but not in the upper echelons of the profession was asked to introduce a quite famous speaker. She decided to take the occasion to deliver a four-minute, "mini keynote" which featured her speaking skills. While, again, *ostensibly* introducing the person we had taken our seats to hear, she in fact delivered her own material so as to attempt to "wow" the audience.

Once the novelty of her approach was absorbed, *everyone* started doing this. I had to tell people introducing me to read, verbatim, the 30-second introduction I gave them, and then eliminated the introducer altogether. (Before one memorable keynote, at the morning rehearsal, I had worn jeans and hadn't shaved yet. My introducer was done up like a donut up on stage getting accustomed to the lighting. I was asked which one of us was actually speaking. I replied, "I guess I'm harder to introduce than I am to listen to!")

We've all heard these self-absorbed, never-ending introductions. Attending an award ceremony for Robert Redford, I had to suffer through a 20-minute introduction by no less a personage than the Tony-winning, outstanding playwright, Tony Kushner. Perhaps he became confused and began to read his next play.

Whether at a school board meeting, the Rotary, the chamber of commerce, a keynote, or an informal session, if our job is to introduce—which means to make someone "known"—we should tend to it crisply and with brevity. And we should make sure we limit our own introductions.

Frankly, the longer the intro, the more suspicious I get.

*ONLY READ THIS IF YOU KNOW THE WELL  
OR YOU'LL BE NEEDLESSLY TICKED OFF*

I'm departing San Francisco for Honolulu last month on the new United "business first." (It can't be compared to first, which they've discontinued.) I notice that my right armrest, under the window, is depressed and won't come up to arm level! I try everything and finally ask the flight attendant.

He tried everything, convinced there's a button on the submerged arm rest. He goes online and it doesn't help. So he calls another flight attendant, who asks me to stand in the aisle while the two of them try brute force.

Nothing. They promise they'll "do something for me," but I remind them the booze is already free!

Five minutes later, having consulted some thick books, they return and one pulls my arm rest *down from behind my shoulder*. "So sorry," he says, "but below you is not the armrest. The armrest is behind you."

We all laughed, but I was wondering if the pilot goes through that same sequence if he has to lower the landing gear.

## *DEVELOPMENT OPPORTUNITIES*

### **Super Best Practices**

This is an entirely new offering comprising of what I've learned over the past two years in my global work and communities. I'm delivering it in Adelaide in November. I'll be covering leads, compelling messages, the new kinds of sales evangelism, innovative marketing, virtually labor-free relationships, and much more. *I anticipate participants will call the office to change practices and rewrite proposals during the program.*

**Sign up here: [Super Best Practices](#)**

### **Outrageous**

On my site is an offer for a franchise for my intellectual property for \$495,000. Once clicked, it asks, “How many?” Remember the attorneys who claimed they were charging \$1,000 an hour? They weren’t, but the amount quoted drew a great deal of business their way. Mark Levy, a master messaging expert, and I are delivering *an outrageous experience*, in an outrageous setting, with outrageous hours, *and with an outrageous money-back guarantee* (if you commit to our suggestions). Limited attendance.

**Sign up here: [Outrageous](#)**

### **Have You Outgrown Your Brand?**

I’ve coached hundreds of people who have actually been slowed in their growth by a brand that is now too small for them. They need a larger “shell.” That’s easy to do once you’ve recognized the problem and take the rapid steps to deal with it. This teleconference could provide the most massive return on your investment for the entire year. Call it a “speed molt.”

**Sign up here: [Have You Outgrown Your Brand?](#)**

### **Thinking BIG**

You can’t “think outside the box” if you’re still in the box. And any box is too small for any true entrepreneur. Yet you probably don’t realize the dimensions of your current, unconscious confinement. Join me for a BIG day in Miami in January to learn how to instantly think in larger terms, be seen in a larger light, and live large.

**Sign up here: [Thinking BIG](#)**

**NOTE: SPECIAL COMBINED SUPER BEST PRACTICES AND THINKING BIG, ONLY TIME IN THE U.S., IN SAN FRANCISCO IN**

## OCTOBER!

Sign up here: [San Francisco Double](#)

### Thought Leadership

I'm now in my eighth year of presenting top global thinkers in an intimate setting (including dinner and a small group of attendees), at a world-class property. Join me and Charlene Li, a global expert on service, social media influence, and performance, herself a former CEO, who has been consistently quoted in major print and broadcast media as well as written a seminal book in the field. Four places remain.

Sign up here: [Thought Leadership](#)

### Evergreen Clients and Never-Ending Value

Once again, Colleen Francis—THE global sales strategy expert—joins me in an intensive experience on creating long-term, seven-figure clients. We call this “never-ending value” which results in “evergreen” customers. This is our second such offering, and we've expanded it to two full days to accommodate all new material and specific evergreen exercises that can lead to immediate application. Limited attendance.

Sign up here: [Evergreen Clients and Never-Ending Value](#)

### Fifth Annual Million Dollar Consulting® Convention—2019

Almost 60% of our 2018 attendees immediately signed up for next year in Washington, DC during cherry blossom season. You can save \$1,000 by registering in the next month. We already have an Emmy-winning anchor woman and Hall of Fame speaker; the global leader and author on sales strategy; two marketing and strategy experts from Europe; and someone who will demonstrate how you can instantly create super media promotion, among others in our lineup.



**Sign up here: [Fifth Annual Million Dollar Consulting® Convention—2019](#)**

### **Growth Access**

This is my intellectual property repository, well over \$75,000 of video, audio, textual, and workshop materials available to you without restriction and for life for a one-time fee of \$2,500! We add to it regularly, and most recently included six livestream recorded broadcasts of an hour each from last year. Imagine reviewing the video “In the Buyer’s Office” just before you go to the buyer’s office.

**Sign up here: [Growth Access](#)**

### **Million Dollar Consulting® College - The first in two years.**

I’ve slimmed it down to three days, take only a dozen people, and deal with all aspects of attraction, conversion, implementation, and expansion. Extensive role plays and exercises. Who knows if I’ll do another in two years—or ever? We’re half full, join us in December in a world-class property. Lodging and most meals are included in the fee.

**Sign up here: [Million Dollar Consulting® College](#)**

### **The Solo Solo**

Expressly for those who have no partner at home or a partner who is uninterested in your work. I’ve helped thousands of people with this lack of intimate support, and now I’m doing it “cabaret style,” with food and drink in my suite in New York. Join us in a relaxing atmosphere to find out how best to create a support system. Let’s talk.

**Sign up here: [The Solo Solo](#)**

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Balancing Act® is a monthly electronic newsletter discussing the blending of life, work, and relationships, based on the popular Balancing Act workshops and writing of Alan Weiss, Ph.D. Contact us for further information at:

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