

BusinessMantra™

The word mantra comes from two Sanskrit words MAN (“to think”) and TRA (“tool”). Literally Mantra means “A Tool for Thought”.

Our *Mantra™* bulletins are Tools for Thought for business executives and owners. These bulletins are packed with proven and practical ideas that are simple to implement.

Read the *Mantra™* and if you like it, tell the world. If you don't like it, tell us. Your feedback will help us improve future issues.

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IN THIS ISSUE

[Read about exceptional behavior and performance.](#)

ABOUT US

Prafulla Pande founded PANDE Associates Inc., a Business Advisory and Executive Coaching firm in 2003. Since that time he has worked with clients in Michigan, Ohio, Indiana, Illinois and overseas in India.

Prafulla advises Boards, CEOs, and senior executives of organizations (both for profit and non-profit) on leadership, strategy formulation and strategy execution.

PAI and an authorized licensee of the CEO Advantage™, a proven process built on the great works of Jim Collins, Patrick Lencioni and Verne Harnish.

For more information on how PAI can take your business to the next level, please visit us at www.pandeassociates.com.

Who Thinks YOU Walk On Water?

Does anyone think that you walk on water? What does “Walking on Water” mean anyway?

Walking on water is about being extraordinary. When in the eyes of others, you do things better than the best and you do them in extraordinary ways, in *their eyes* you are so perfect that they feel you can even walk on water. When more and more people feel like that about you, your potential for success is unlimited.

Gerry is my sales coach. I am planning to launch a new initiative consisting of a series of workshop centered on elements of business coaching. I met with Gerry to get guidance on how to market this initiative. I asked Gerry “How do I fill up these workshops?” Gerry advised me to begin by answering the question “Who thinks that you walk on water?”

This made me think: Who thinks that I walk on water. I was stumped and could not come up with a quick list. We discussed other things and I left Gerry’s company with this question resonating between my ears.

Each one of us is unique. We all are good at certain things. We have our strengths and weaknesses. We have our personalities and demeanors. We have our feelings and emotions. We have our likes and dislikes. We have our skills and experiences. We have our ethnic and cultural backgrounds. We have our social and business networks. When you combine all these attributes into one, we become unique.

But how do others perceive us and our uniqueness? The way people see us determines whether they feel that we walk on water.

Let me share a recent experience. I had a meeting with a client at 8:00 AM at a location that is about 30 minutes from my house. The night before the meeting we had an 8 inch snowfall. Not wanting to be late for the meeting and regardless of when anyone else may arrive, I left my house at 6:30 AM. I arrived at the location at 7:45 AM. No one was there, the building was locked, and the parking lot was covered with huge amounts of snow. I waited in my car for someone to show up and let me inside the building. This commitment made this client think I walk on water.

When normal people do extraordinary things, people think they walk on water.

I have another client who also thinks I walk on water. This client ran into cash flow problems and found it difficult to pay my monthly fees. He called me and said that because of shortage of cash he would have to terminate our engagement. Realizing that this action would hurt the client, I said to him that I would continue to work with him without a monthly retainer for all long as it was necessary to bring his

COACH'S TOOLBOX

(Try This)

Recall and write down any stories from you past where you demonstrated:

- Exceptional commitment
- Extraordinary care
- Exceptional willingness
- Exceptional unselfishness
- Exceptional trust
- Unconditional help
- Extreme compassion

Think of people in the stories that you write. Those people most likely feel you walk on water.

Sincerely,

Prafulla Pande

Prafulla Pande
PANDE Associates Inc.

(248) 736-6612
ppande@pandeassociates.com

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the **CEO** | *advantage*[™]

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company out of the situation they were in. This commitment made this client think I walk on water.

When you unconditionally put other's interest ahead of your own, they think you walk on water.

Years ago when I was a student (and money was scarce) I loaned my car to a friend while I went on a one-month visit to India. While I was gone my friend got into an accident driving my car. She wrote me a letter that I received in India telling me that she had wrecked (and totaled) my car. There was nothing I could do while I was in India except worry. Not worry about the car but about her and whether she was hurt. Upon returning the first thing I asked her was how she was. I never talked about the car. I took the loss. She thought I walked on water.

When you show exceptional care and affection, people think you walk on water.

Few years ago we developed a relationship with a handyman. This person had access to our house to do small repairs as we needed them. One winter night while I was sleeping, my phone rang. It was 11:00 PM. The handyman was on the line and he said he needed help and that I was the only one he could call. He had been picked up by police for some reason and the police had impounded his vehicle. He did not have the money to get bailed out. Since I believed that he was a good man, I got out of the bed, put on some clothes, drove to the police station in blinding snow and bailed him out. The handyman thought I walk on water.

When you show exceptional willingness to help unselfishly, people think you walk on water.

The common aspect within these stories is that people saw me exhibit exceptional commitment, concern and care for their interest. This is what made them feel the way did.

When we conduct ourselves unselfishly, with commitment acting in the interests of others with honesty and integrity, others will feel we walk on water.

Now I understand Gerry's question a lot better. If I go to people who think I walk on water, they will help fill my workshops.

I must thank Gerry for making me think and write this article.

Knocking on a client's door is probably the hardest way to get business. Leveraging people who think we walk on water is the easiest way.

Dig deep into your memories and extract stories of your exceptional and unusual behavior. That will help you come up with a list of people who think that you walk on water. These are the people that will help you when others won't. If you cannot come up with such stories, don't get depressed. It's never too late to start behaving in an extraordinary manner that makes people feel that you walk on water. The rewards will be extremely gratifying.