



Helping Others Creates Synergy for ALL

TEN WAYS TO MAKE A DIFFERENCE OVER THE NEXT TEN DAYS

Small acts of kindness and small efforts to make a difference create a domino effect of giving that ricochets across the globe:

1. **SPEND TIME WITH FUTURE LEADERS:** Consider opening up your business or being a guest speaker to a Junior Achievement class, Boy Scout troop, Girl Scout troop, church youth group or any other youth organization. These organizations are always seeking role models to share experience and perspective.
2. **HELP A COLLEGE GRADUATE BUILD CONFIDENCE:** Even if your company is not hiring right now, find out if a soon-to-graduate student of a friend or business associate would like you to conduct a mock interview to help them build confidence and practice being in an interviewing environment. In these tough times, graduates are realizing fewer opportunities and anything that will help them have an edge is of great value indeed.
3. **MAKE CONNECTING OTHERS YOUR GOAL:** The next networking event you attend, make your sole purpose to help connect anyone you meet with a resource or someone else. Focus on discovering what others need and open up your network to them to help.
4. **CALL A STRUGGLING COMPETITOR:** We all have competitors we respect. In these tough times, some may not be doing so well. If this is the case within your industry, make a call to see how you can help. In research conducted after the economic downturn following 9-11, companies who grew in spite of the economy were also referring business that was not as profitable for them to competitors and also forming strategic alliances with competitors to go after business opportunities they either may not have been able to pursue on their own. Think about this and consider the concept of "cooperation" as a way of helping.
5. **SEND AN ARTICLE OR LINK OF VALUE:** Did you read something lately or become aware of a resource on the Internet that you think would be of value in helping someone else? Then clip out the article and send a personal note letting the person know you are thinking of them. Send the link and share why this could help that person succeed in what they are trying to do.
6. **SHARE YOUR KNOWLEDGE:** Make sharing your knowledge a part of giving back on a regular basis by offering it in the form of a free eZine for others to subscribe to and benefit from.
7. **MAKE A NETWORK OF INFLUENCE LIST:** Who would you like to become a part of your network of influence? Typically you want them within your network because you believe they can do something for you. Make this list and then instead of listing what they can do for you, list what you could do for them and take action to make that difference first.
8. **RETURN THE FAVOR BY PAYING FORWARD:** Think of someone over the last couple of months who has done something for you or gone out of their way to help you. Think of a way you can return the favor by either helping them or someone dear to them.
9. **LEND YOUR EAR:** Who do you know who could use a shoulder of support or might need to just share some frustrations? Get on the phone and give your undivided attention by simply listening to them. You will be amazed at what the simple act of taking the time to listen can do for someone.
10. **SPREAD JOY:** Take the Spreading Joy Corporation's 30 Day Challenge. Get your entire company and your family to take the challenge as well. Go to www.spreadingjoycorp.com.

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