

The Marriage of High Tech & High Touch...



47

This is not a sales strategy session

48

This is a people strategy session

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It's about being a better person
on purpose...

50

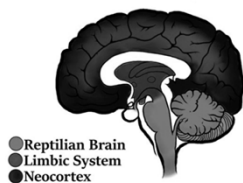
Make a note of the first 5 people
closest to you, personally.

Now, add 10 more people to
that list...

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The Biology of Friendship, Addiction, & Fulfillment

The Evolution-Designed Brain



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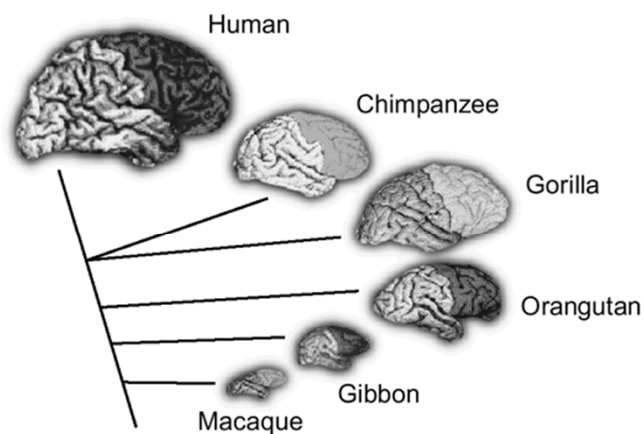
We Are
Biologically
Limited in How
Many Meaningful
Relationships We
Can Effectively
Manage...

***Believe It
or Not!®***



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The Size of
Stable Social
Groups Are
Determined in
Large Part by
Brain Size...



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Dunbar's Number

Collected data on primate social spheres
 Cross referenced brain size data
 Plotted the data across multiple groups of primates
 Predicted the estimated size of human social groups
 Conducted research to determine group sizes for humans:

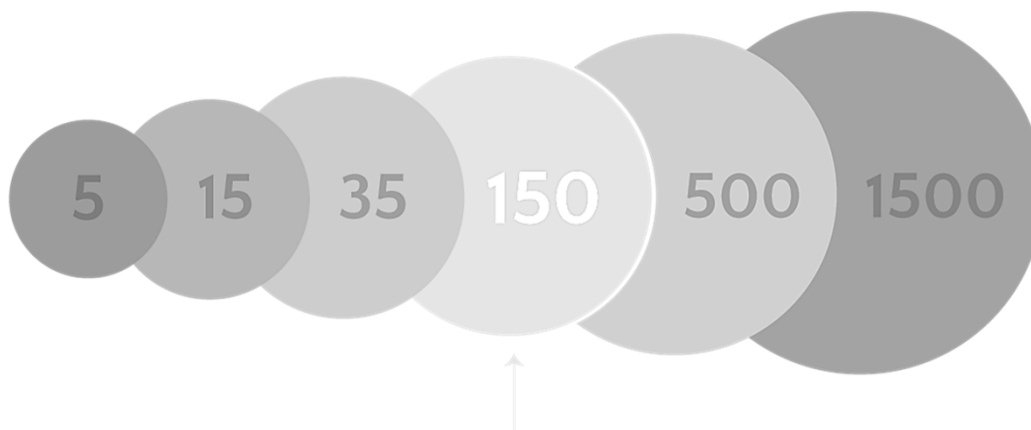
- Primitive Hunter Gatherer Societies
- Village Census Data from the Domesday Book
- Hutterite Community Data
- Christmas Card Study of English Middle Class
- Facebook Data Analysis of Friend Interactions
- W.L. Gore & Associates Factory Structure



Robin Dunbar
 Behavioral Psychologist
 & Uber-Nerd

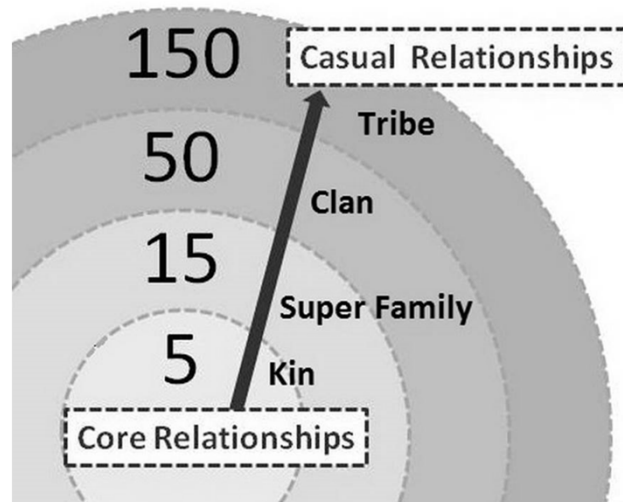
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Dunbar's Number(s)



56

Dunbar's Number



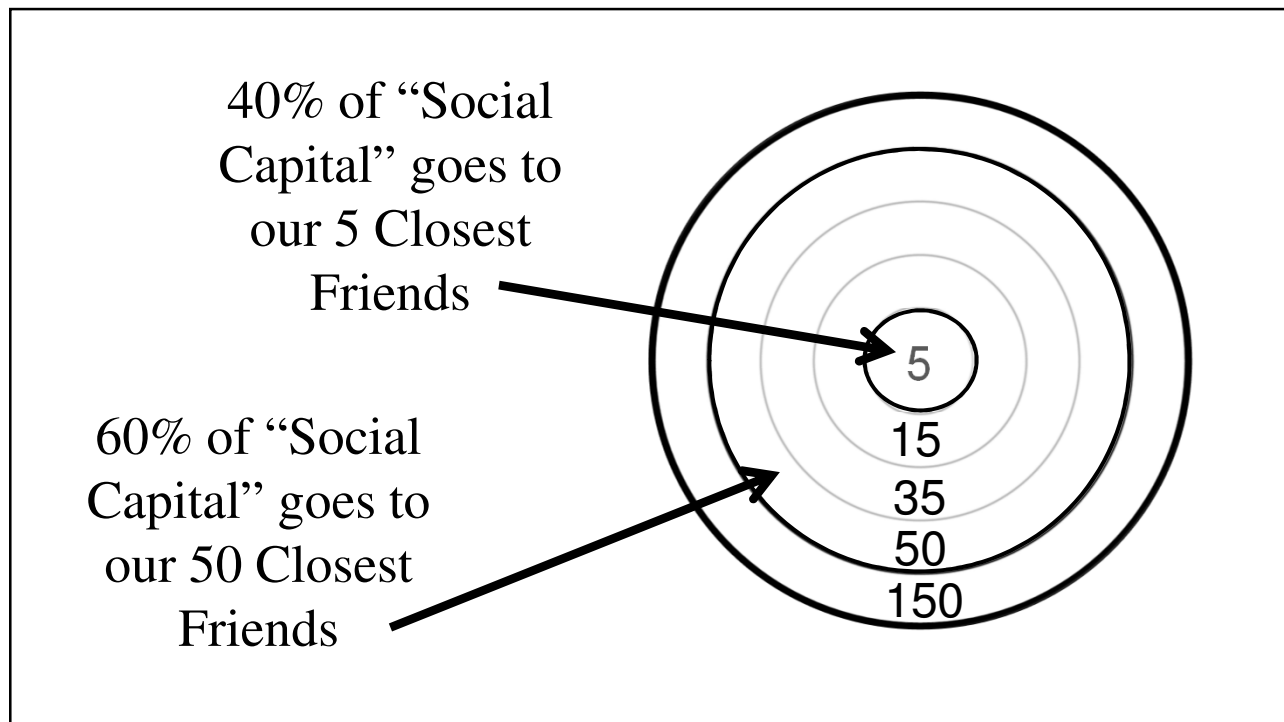
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Dunbar's Number

But I've Got 1,145 "Friends" on Facebook...



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Maintaining Relationships

Grooming: Touch
Frequency of Communication
Common Experiences:

Laughter - together
Dancing - together
Singing – together
Eating – together
Drinking - together
Emoting - together

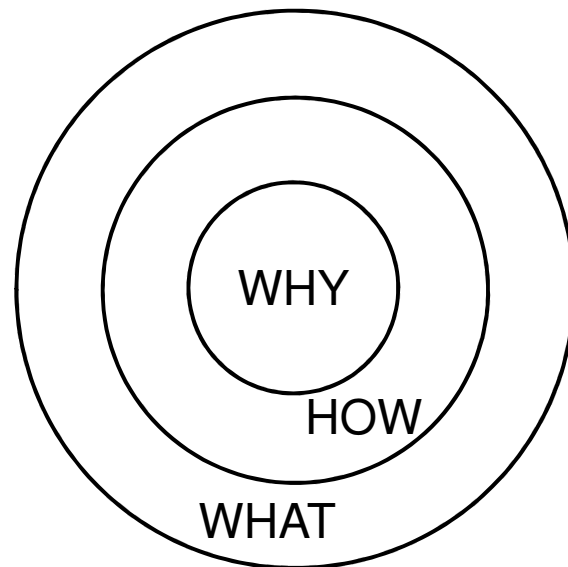


60

People Don't Buy
What You Do,
They Buy WHY
You Do It...



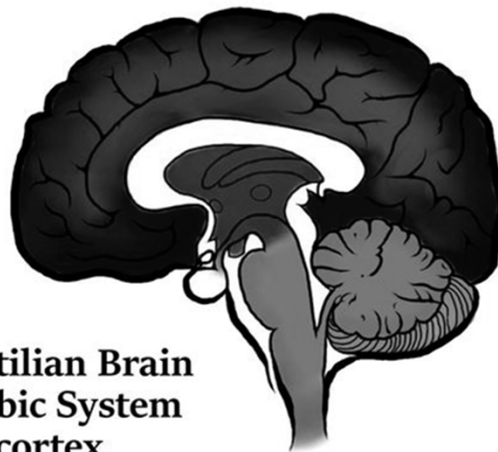
Simon Sinek



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Connecting at
the WHY
level is what
builds
loyalty...

The Evolution-Designed Brain



- Reptilian Brain
- Limbic System
- Neocortex

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Consistency Makes All The Difference

Grooming: Touch
 Frequency of Communication
 Common Experiences:

Laughter - together
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 Emoting - together



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How Can We Leverage Hi-Tech to Gain Hi-Touch?



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CRM

customer relationship manager

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database

dates, preferences, details, dreams, goals...

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Social Media Strategies



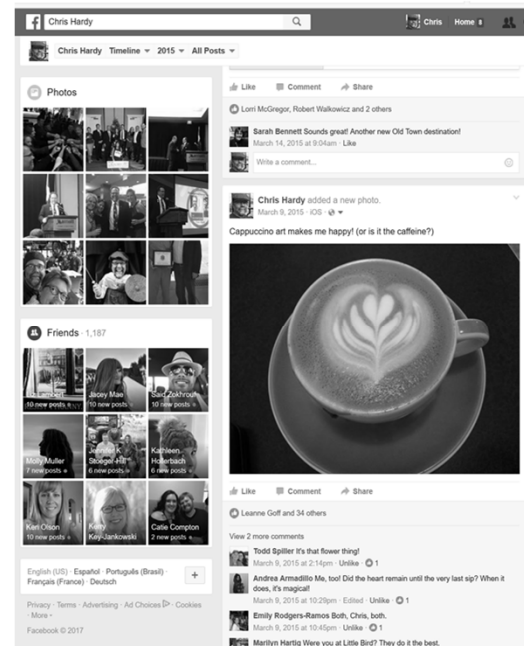
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Components of your strategy:

Everything you do
Online should be
designed to connect
with people *Offline*!



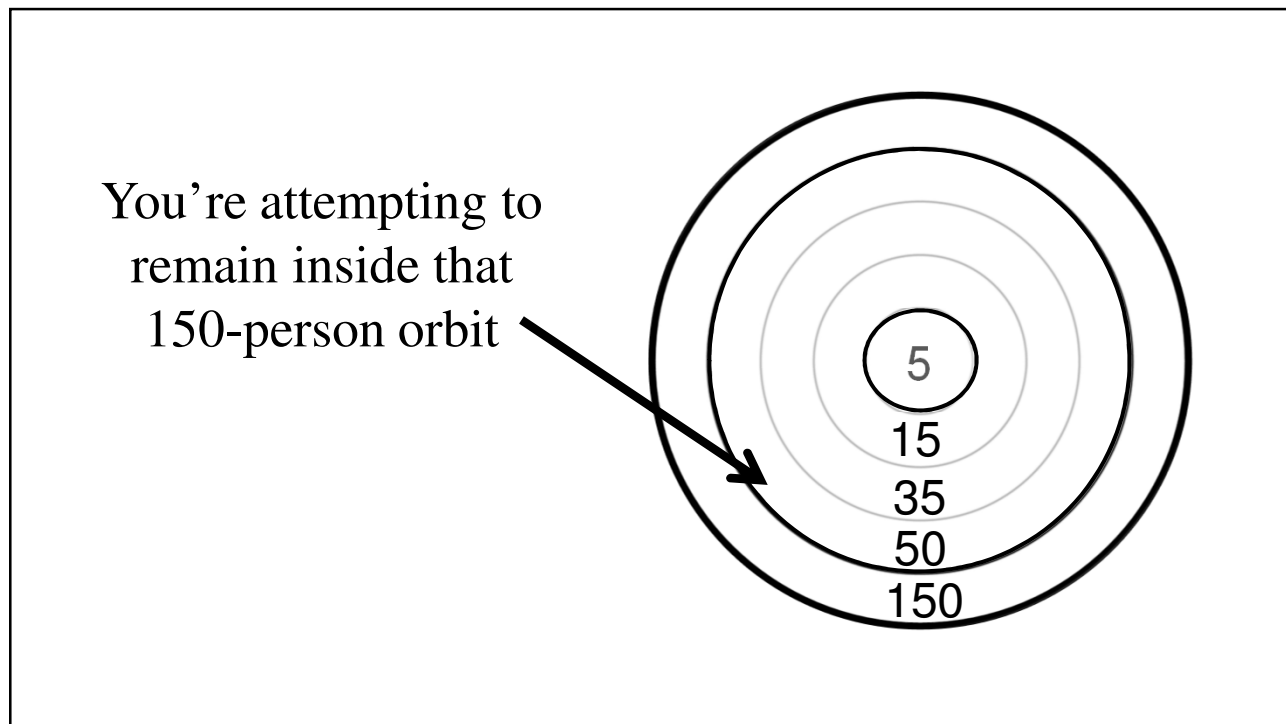
73

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Primary Vehicles for Delivering Content



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Time-saving Tech Tips:

Step One: PLAN IT!

Take 2 DAYS – uninterrupted time

52 Articles

365 Quotes

52 Seasonal/Timely/Topical

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Time-saving Tech Tips:

Step Two: ACT!

Talk in Person 4x/year

Add one name to database each day you prospect

Review Social Media Strategically (twice weekly)

Stop “Liking” and Start CALLING!

Handwritten Notes

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Share in your group:

1. What is one thing you learned today
2. What are 3 things you're going to implement from a class you took today
3. Write down three names from your SOC you'll be "in touch" with in the next 7 days

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Source Material:

The Tipping Point – Malcolm Gladwell

Start With Why – Simon Sinek

The Millennial Question – Simon Sinek

<https://www.youtube.com/watch?v=3RbQkAp6DPk>

The TED Radio Hour – Guy Raz

How Many Friends Does One Person Need? – Robin Dunbar

The Organized Mind – Thinking Straight in the Age of Information
Overload – Daniel Levitin

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