

How “Likeable” Are You?

By Lorraine Lane

In The Likeability Factor, Tim Sanders focuses his readers on his theory that life is an on-going parade of popularity contests. He believes that other people’s choices decide our wealth, job, health and even happiness! This is a rather mind-twisting theory since all the motivational and self-help gurus insist that **we** are responsible for our lives and our choices.

Reading further, Sanders’ position is supportive of the gurus. You are responsible for your life and your choices. If you want to know if your choices support you, take a look at your life. Like it? If not, make different choices. Sanders adds the ingredient of “likeability” to the life-stew. If you are likeable, you will have a better chance at getting what you want. Be likeable = Be successful.

People do business with people they like. They vote for politicians whom they like. They buy cars and homes from people whom they like. The likeability factor definitely comes into play when making hiring, buying or voting choices.

Likeability is the skill of creating positive attitudes in others, of making others feel good and giving them a sense of joy, confidence and optimism. The fact that others feel good because you are likeable creates the opportunity for you to benefit from their positive choice of YOU.

The point here is not that *you* are in the spotlight because you are so likeable but that your impact, your effect on others is the focus of the “likeability” factor. How others *feel* in your presence and in their interactions with you is the point. If you focus on yourself you are missing the point.

A coach can help “up” your likeability factor. Sports coaches help players play a better game because they observe movements, tactics, and performance that hinder the player from being at the top of their game. And so it is in the business world, a coach offers feedback and clarifies ways of being and communicating to experience more efficacy and effectiveness.

Recognizing what impact your behavior, your words and your listening has on others is not an easy study for most people. The results you experience are a good indicator of the impact you are making. As an executive coach and business consultant, I’ve coached many managers who were surprised at the effect their management style and communication had on others. Their belief was that they were “likeable” and were operating as impactful leaders. The feedback from employees and customers painted a different picture. Through coaching and a willingness to “up” their likeability factor, many of my clients are now experiencing success because of the choices others are making.

Paying attention to the fact that being “unlikeable” doesn’t work and being “likeable” does has become the mantra of those who see the wisdom of Tim Sanders’ work. Learning how to bring out the best in others is certainly a good thing. Performance improves when a positive and enriching environment is created. Likeable people are certainly easier to be with and to work for. Learning how to design and create an environment that works is powerful and is the secret to motivation. Many managers cry

out that they want help to motivate employees. I cry back, “create an environment that allows their motivation to flourish”.

The big motivator for developing one’s likeability is to influence choice. The choice that is made by other people about *you*. Playing to other people’s decision-making process is the game. Playing to win at the job hunting game, requires that you are a likeable candidate. Playing to win at the business game requires that you are a likeable business owner. Playing to win at the relationship game requires that you are a likeable partner.

Do you know what your game is? Are you willing to play the game to win? Are you a 100% player? Are you a likeable player in this game? Do you have a coach?

Winning players in any game have a coach. If you are serious about your business game, wouldn’t it make sense to have a coach?

Lorraine Lane is a Business Coach. She offers complimentary coaching sessions to professionals who have the desire to be winners in their business. Winning takes commitment from the coach *and* the player. If you have the desire to win, call **352-797-4007** to arrange for your session. Dare to be #1 in your game!

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