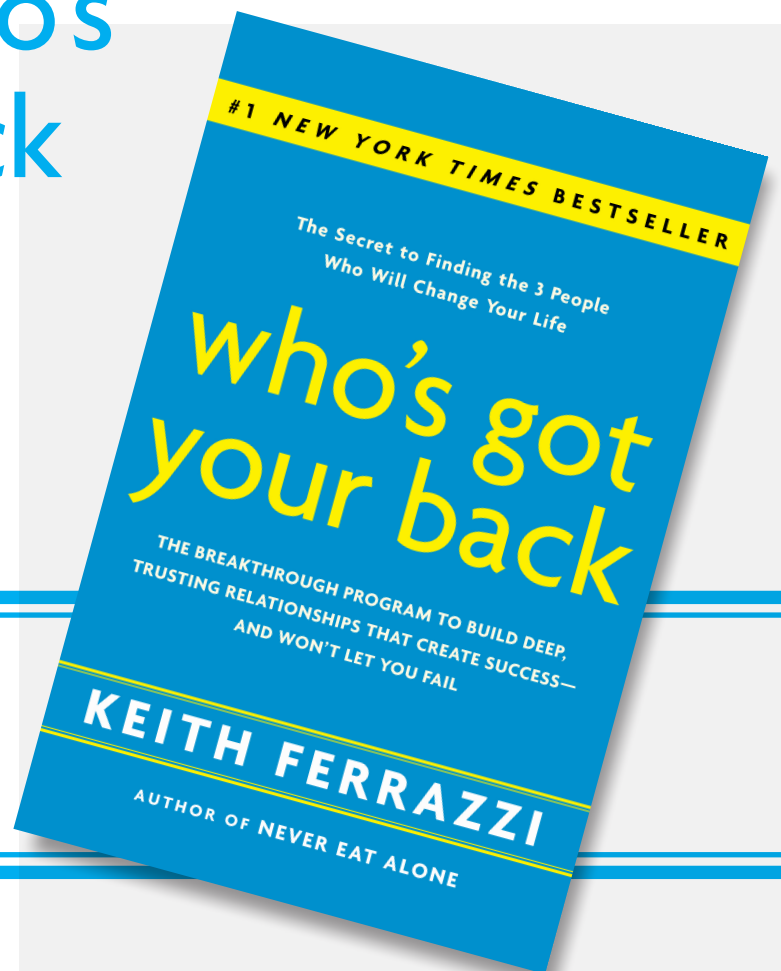


Discover Your Currency!

A companion resource to Keith Ferrazzi's *Who's Got Your Back*



DISCOVER YOUR CURRENCY!

Welcome to the Personal Success Wheel!



The Personal Success Wheel defines the seven areas that together add up to a happy, balanced life. Use the wheel to find ways to be generous to others – your best tool for launching new relationships, and especially lifeline relationships.

In other words, use the wheel to help discover your Personal Currency, as described in the Generosity section of *Who's Got Your Back*.

DISCOVER YOUR CURRENCY!

Think about each piece of the wheel in terms of Personal Currency – that is, how you might help a potential contact:

Deep Relationships – Helping to make a person’s friends and family successful or to improve his/her relationships in some way

Financial Success – Achievement of financial goals

Career Growth – Ways to develop and accelerate someone’s career

Physical Wellness – Helping others with physical ailments or general health issues or maintenance

Spirituality – Aspects pertaining to a person’s holistic health, belief system and well-being

Intellectual Stimulation – Anything that engages and challenges the mind. This could be learning new things, debating, good conversation, chess, etc.

Giving Back – Contributing to a worthy cause. Philanthropy, mentorship, donating time, resources, taking an interest in community or politics

Once you understand each type of currency, you can start to think more broadly about what you may have to offer to potential contacts.

DISCOVER YOUR CURRENCY!

The Process

Try this exercise out with a mutual support partner or accountability buddy. Think of it as practice for your relationship-building efforts going forward.

1. Using the interview questions on the next page, pick one or two questions to ask from each category, modifying them as necessary to fit what you already know about the person. Even though this is just an exercise, don't feel you must "stick to the script." Bring your own authenticity to the discussion.
2. Take notes of their answers on the attached worksheet.
3. Afterwards, use that same worksheet to brainstorm ways you might leverage your own skill sets, personal networks, or personality traits to help them out. Don't expect to be able to come up with an offering for each question, but be creative and try your best! You'd be surprised what you come up with.
4. Exchange results and discuss what worked, and what didn't. If you think your partner missed something obvious in terms of what they might have to offer, tell them.

DISCOVER YOUR CURRENCY!

Discover the Right Currency: Questions to Ask

Deep Relationships

- Do you have a few or many deep friendships?
- Who is the most important relationship in your life right now?
- How would your best friend describe you?
- What are your greatest hopes and fears for your/our children in the next 25 years?
- If you had to choose one person who has most influenced the person you are today, who would it be and why?

Financial Success

- What do you define as financial success?
- Do you have a financial lesson to share with others?
- When do you want to retire?
- What needs to happen before you will consider yourself financially successful?
- Are there any areas in your life preventing you from financial success?

Career Growth

- Where do you see yourself in 5 years?
- If you could change your career now, what would you do?
- If you could rewind and do over one mistake, what would it be?
- What 3 things you could learn to contribute to your career growth?
- What personal/professional accomplishment are you most proud of and why?

Physical Wellness

- Do you exercise or have a fitness activity?
- Is there an area of wellness that you want to work on?
- What do you do to unwind?
- How do you recharge yourself?

DISCOVER YOUR CURRENCY!

Worksheet:

Give and Let Give

Consider the Personal Success Wheel anytime you're dealing with someone new (or someone you'd like to get to know better). Think about what you know about their goals and desires in each arena, and how you might help them further those ambitions.

The interview questions are the kinds of questions you might ask a new friend during a Long, Slow Dinner, or anytime you're trying to build intimacy with someone new.

Remember, these questions are in no way a script! Listen, pay attention, and bring your authentic self to bear in any interaction.

Good luck!