

***How many Boomerangs are you throwing?***

I never mastered the art of throwing a boomerang as a kid. Being able to throw one always seemed easy to do, yet I could never get that silly shaped toy to come back to me. Boy, was that ever frustrating.

What I have come to understand in my life is how similar throwing a boomerang relates to how we attempt to cultivate business and personal relationships. Relationships take time to develop, which requires patience, listening, and making it about others versus ourselves. In my book, “WIN the RELATIONSHIP, not the DEAL,” chapter one is all about the golden rule of life – treating others the way you would like to be treated. If you choose to help others first, then goodwill comes back to you. If you’re intentional with finding ways to add value for others, then goodwill comes back to you. As you read those last two sentences, have you found that to be true in your life? If you haven’t tried this approach of putting others before your interests, now is the perfect time to start. Over my business journey, I can’t begin to tell you how many stories come top of mind when I made it about others. Years later, I can still see the fruit of my labor paying me back in ways I never could’ve imagined.

Throughout my life, helping others succeed and connecting with others always would fill up my tank. It still has, and it always will! I would challenge myself to become a conduit of positive energy and allow connections to build. No matter the situation, I always challenge myself to be intentional about finding ways to help people. As a quarterback in college (yes, this is my Uncle Rico moment for you), I was always taught to see the field to understand what the defense was trying to do. Were they going to blitz? If I had three wide receivers running routes during a pass play, what was my progression to throw the ball? Who was I supposed to throw to first?

As in life, I’m doing the same thing now, reading the defense of life. As we follow my metaphor, if we see the field, we can put ourselves in a position to help others. If there are LinkedIn connections that you think should connect, then be the example and connect them. Challenge yourself to be creative and curious about who you can join together. Simply put, this is value. Your connections will feel it, and you will help influence them to find ways to connect with others.

Recently, I was introduced to a new prospective client for my sales and leadership coaching services. After talking with this prospect, it became apparent that I was not the ideal person for the job. Instead of walking away and doing nothing, I chose to be active and find someone else who could help her. I made this choice as it was the right thing to do. In front of me was the opportunity to walk the walk by “Winning the Relationship” and not just the deal.

In summarizing my thoughts, be of service to others – always! When you think about others and how you can help them, keep your head on a swivel as those boomerangs will keep coming back to you.

It’s now your turn to share with me a story of how you were creative in helping someone. Tell me that last time you were intentional about connecting others that they might not have seen for themselves. Be a boomerang of light and hope, and let’s change the world together.

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