

Little Bits

Listen Monday through Friday on 1430 WBEV 9:30a-11:00a The Idea Exchange

WEDNESDAY, FEBRUARY 2, 2011

Bikes and Blizzards



Since I began hosting "The Idea Exchange", I have read many books. (89 during my first year - 2009, and 123 during 2010. ***If you only read one (1) book this year, this is the one!***

I was very pleased to be able to talk with Mark Scharenbroich, an emmy award winning keynote

speaker and humorist about his new book, ***"NICE BIKE: MAKING MEANINGFUL CONNECTIONS ON THE ROAD OF LIFE"***. The book details 3 powerful actions that will transform your business relationships, improve your productivity, develop higher levels of customer engagement and will also help you connect in your personal relationships as well. The three basic principles are:

****Acknowledge-make the extra effort to be more aware of others.***

****Honor-recognize what is important to the other person and be an active listener.***

****Connect-show appreciation, say 'thank-you' and take time to connect.***

Mark says he first got the idea for the book when he came to Wisconsin for a speaking engagement in Neenah. It was the week of Harley Davidson's 100th anniversary celebration and he noticed that when "bikers" greeted other bikers, they always started the conversation with "Nice Bike". He realized that by acknowledging and then recognizing what is important to others gives us a way to connect. Mark weaves many stories that showcase these concepts.

The idea is so simple...

I believe this should be required reading for every supervisor, manager and CEO as well as every employee, parent, teenager and spouse. It is

About Me



Brenda

Welcome Everyone, I try to post updates after each show and my goal is to keep you informed about what I learn from my listeners during my show, "The Idea Exchange", and to get feedback and information from you as well. I will also update you with great books, authors and interviews as well as website that I think might be helpful to you. So welcome aboard and let the fun begin!

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going to be my "go-to" birthday gift for everyone on my list this year because it is INCREDIBLE.

~"Nice Bike, Mark Scharenbroich"~