

Reader Engagement Helps Us Fulfill Our Mission ... And Feel Good, Too

Source: Life Science Leader



By Rob Wright, Chief Editor, Life Science Leader
Follow Me On Twitter @RfwrightLSL

A few years ago I met Mark Scharenbroich. Thankfully, the award-winning author of *Nice Bike – Making Meaningful Connections on the Road of Life* ended up contributing a Leadership Lessons article for *Life Science Leader* magazine. He even shipped me a few copies of his book, which I read (blogged about here) and shared with some of my mentors (e.g., Jim Robinson, former executive at Merck). And while it has been over four years since I first read Scharenbroich's book, his message still resonates and is top of mind today. You see, according to Scharenbroich,



“Nice Biking” someone (an expression he coined from observing Harley Davidson owners interacting with one another and complement each other on their bike) is basically a process by which you make someone feel good. It doesn't take a whole lot of time, but can make someone's day. If you have ever sincerely complimented someone on their work (e.g., good job), clothing (i.e., nice suit), etc., and they beam in response, then you have effectively executed a “Nice Bike.” But in the business world where we are constantly striving for continuous improvement, sometimes we forget to take the time to do the three simple actions Scharenbroich advises (i.e., acknowledge, honor, and connect) that can make someone feel appreciated. Additionally, when we do this, we also can positively impact productivity.

Recently a few readers have taken the time to Nice Bike me by emailing their comments. And while these readers are under no obligation to engage, by doing so they are not only helping me feel appreciated, but aiding us in fulfilling our mission of connecting, collaborating, and contributing. So without further ado, here are some examples of reader engagement that not only made my day, but resulted in other opportunities.