



Who's a Who



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To reach a higher level of achievement, you need many people in your life to help solve problems. In their book, [Who Not How](#), Dan Sullivan and Benjamin Hardy suggest the formula for achieving bigger goals is to aggressively use teamwork. They want you to look for who can help, rather than how to accomplish things on your own. So who's a who for you? As described by Sullivan and Hardy, **Whos are people who give you the perspectives, resources, and ability to go beyond what you could do alone.**

Four ways your Whos can help

Here are four ways Sullivan and Hardy say **Whos** can help.

1. Commitment to results – The right Whos are transformational leaders and are dedicated to a standard of excellence. They are people who will challenge you and help clarify your vision of success. They are committed to and invested in results.

At 62, I went back to school to fulfill a lifelong dream of earning a Master of

Ministry degree. One of my **Whos** was invaluable in making this dream a reality. He was the Adult Ministries Pastor at my church and witnessed my passion and ability to teach. As a Doctor of Theology, he became my teacher for 5-years through correspondence classes. He challenged me, helped clarify my goals, and got me committed to results.

2. Produce a return on investment (ROI) – When you focus on How, it's often based on a scarcity mindset and cost avoidance. **By seeing Whos as an investment, rather than a cost, you can create transformational relationships in which all parties give more than they take.**

For example, I work with a client who developed two analytical software products. One of his clients noted this, and rather than trying to solve the needed penetration into one of his customer sectors as a **How**, he invested in my client as a **Who**. This produced results faster and with greater profit.



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Sullivan writes, "By shifting your focus from cost to investment, you stop worrying about what you've given up and, instead, realize that by making powerful decisions you can make enormous gains."

3. Build relationships that work – As a **Who**, you build meaningful relationships by knowing what your **How** cares about. Sullivan states: **"If you want to develop transformational relationships, approach relationships in a transformational, rather than transactional, way."**

To check how your relationships are working, analyze the changes you've seen over the past 5-years. How have the people you have surrounded yourself with made a difference in your life?

4. Create collaboration of purpose – Sullivan explains, **"Collaboration transforms the initial intent of the project into something surprisingly better and more impactful than you would have planned on your own. By expanding your vision, your Freedom of Purpose also expands."**

Who's been a blessing in my career and has enabled me to continually broaden my purpose.

Succeed Together

As Hellen Keller said, "Alone we can do so little; together we can do so much." Remember, every time you encounter a roadblock, ask yourself the question, "Do I need a **Who** that can help me with my **How**," and move me forward? **Whos expand your vision, giving you the confidence to pursue your purpose.** Togetherness breeds success.

5 KEY TAKEAWAYS

1. To reach a higher level of achievement, you need many people in your life.
2. **Whos** give you fresh perspectives and resources?
3. The right **Whos** are dedicated to a standard of excellence.
4. By seeing **Whos** as an investment, rather than a cost, you can create transformational relationships.
5. **Whos** expand your vision, giving you the confidence to pursue your