



# **Surge365 Sponsors & Mentors**

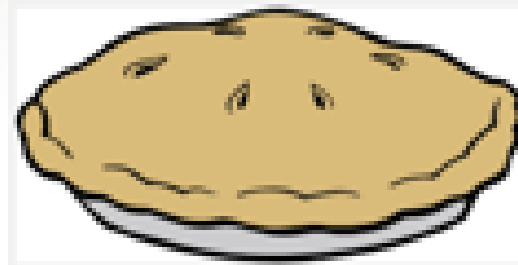
## **PIE - Success in Business & Life**



# Keys to Success in Surge365 and Life



**P - I - E**



**Credits: Harvey J. Coleman**  
**Author: Empowering Yourself**



# Where Does It All Begin

## Every culture has a beginning?

- **Unwritten rules** passed to the next generation
- Whoever is at the top of the pyramid **makes the rules**



## THE BRITISH WORLD EMPIRE MADE THE RULES



- No accident **every country learns English** in school
- No accident the top social circles participate in 4 activities: **golf, sailing, tennis, and activities surrounding the horse** (polo, fox hunting, racing)
- The **standards of behavior** embraced by the executive group go beyond corporate and national boundaries

# Key to Success in Business and Life



- **PIE – A FORMULA FOR SUCCESS**

Categorized under...

- 1. Performance**
- 2. Image**
- 3. Exposure**



- **FAIR or Unfairly...You are judged on things like work ethic, dress, and volunteer activities.**

# P



## PERFORMANCE: WHAT YOU DO

- **Facts about you, your resume, current skills & talents**
- Day-to-day work and the quality of the results you deliver
- Your track record over time based on your ability to perform
- How others perceive your behaviors
- Confirms your ability to take on more responsibility – for promotion

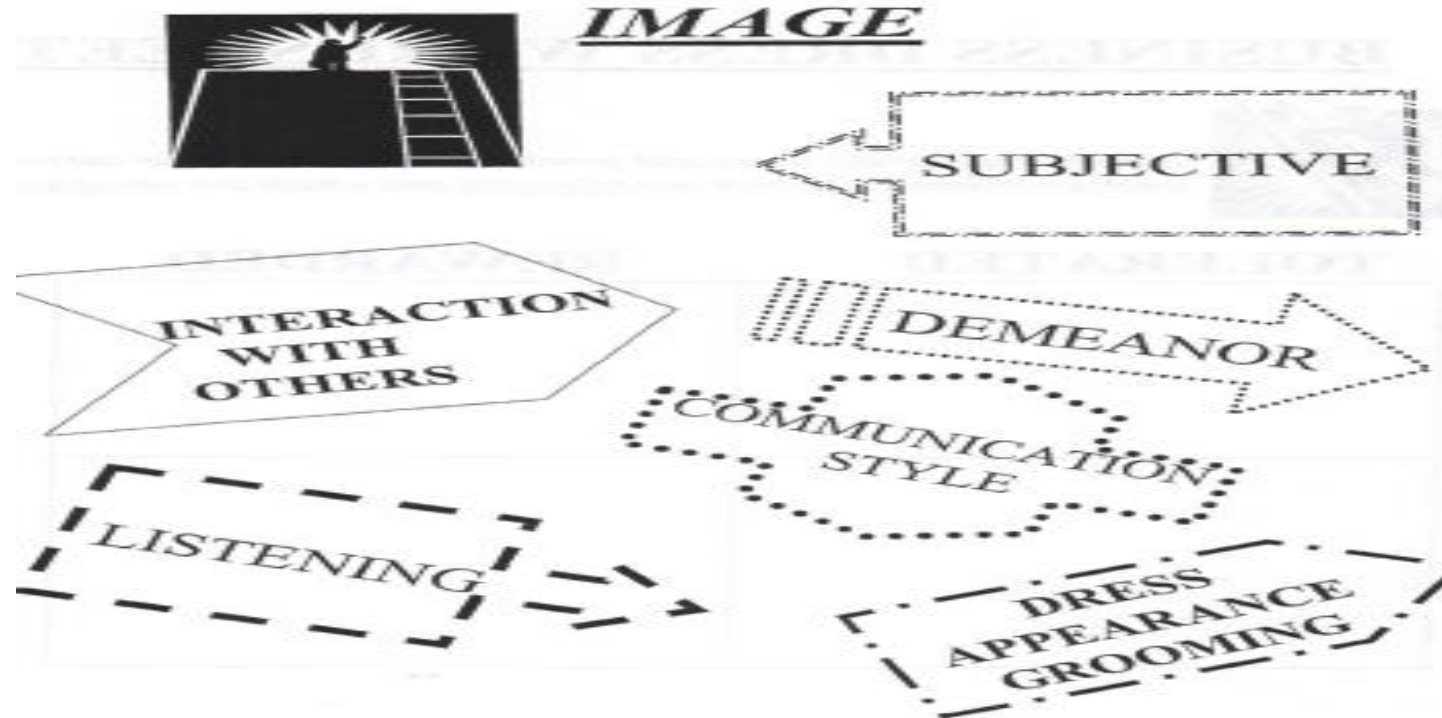


# I

## IMAGE: What you project ... and others see



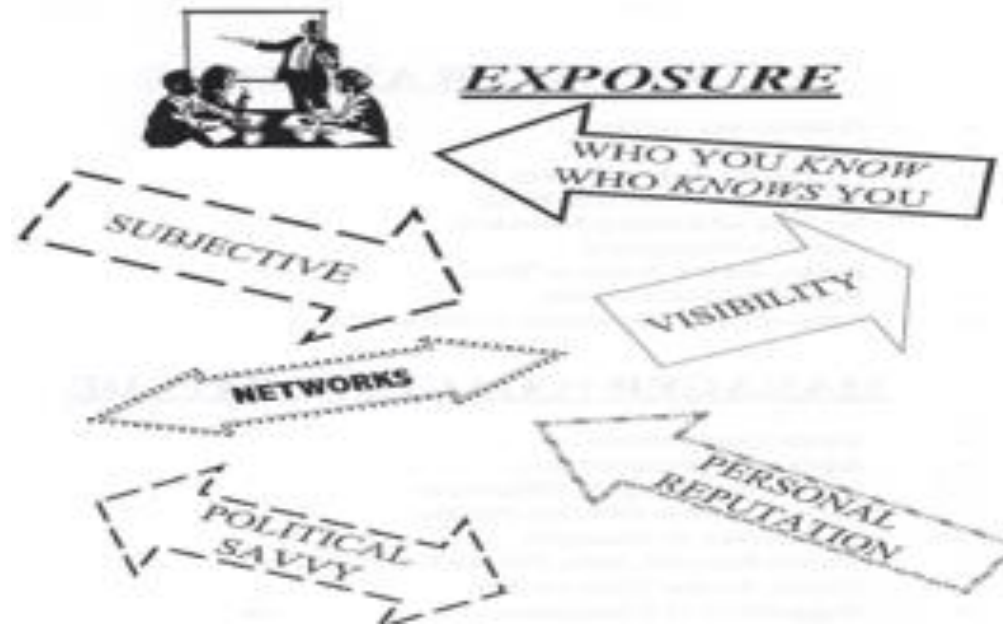
- The message you send before you speak
- Your personal brand. Confidence, demeanor, and posture
- Appearance and dress
- Eye Contact and handshake. Image say's "I'm READY!"
- Ability to Communicate...verbal, nonverbal, written



# **E** EXPOSURE: YOUR REPUTATION



- **Makes you visible to those who can influence your career**
- How others know of your performance
- Political savvy and FRIEND networks
- Extra volunteer activities on the job and in the community
- Awesome Lifestyle activities



# E

## PEOPLE HELP YOU MOVE UP IN LIFE



- The system will not allow you to be pushed up...you must be pulled up by a SPONSOR.

### SPONSORS look for:

- Can you perform? Give everything your best effort
  - Do you look and act the part? Dress for Success
  - Can you communicate? Speak from your heart
  - Can they be proud to promote you to their group? Not an embarrassment
- 
- No Glass Ceilings – A sponsor must identify you and help you move up the ladder...*Promotions, Contracts, Surge365...*





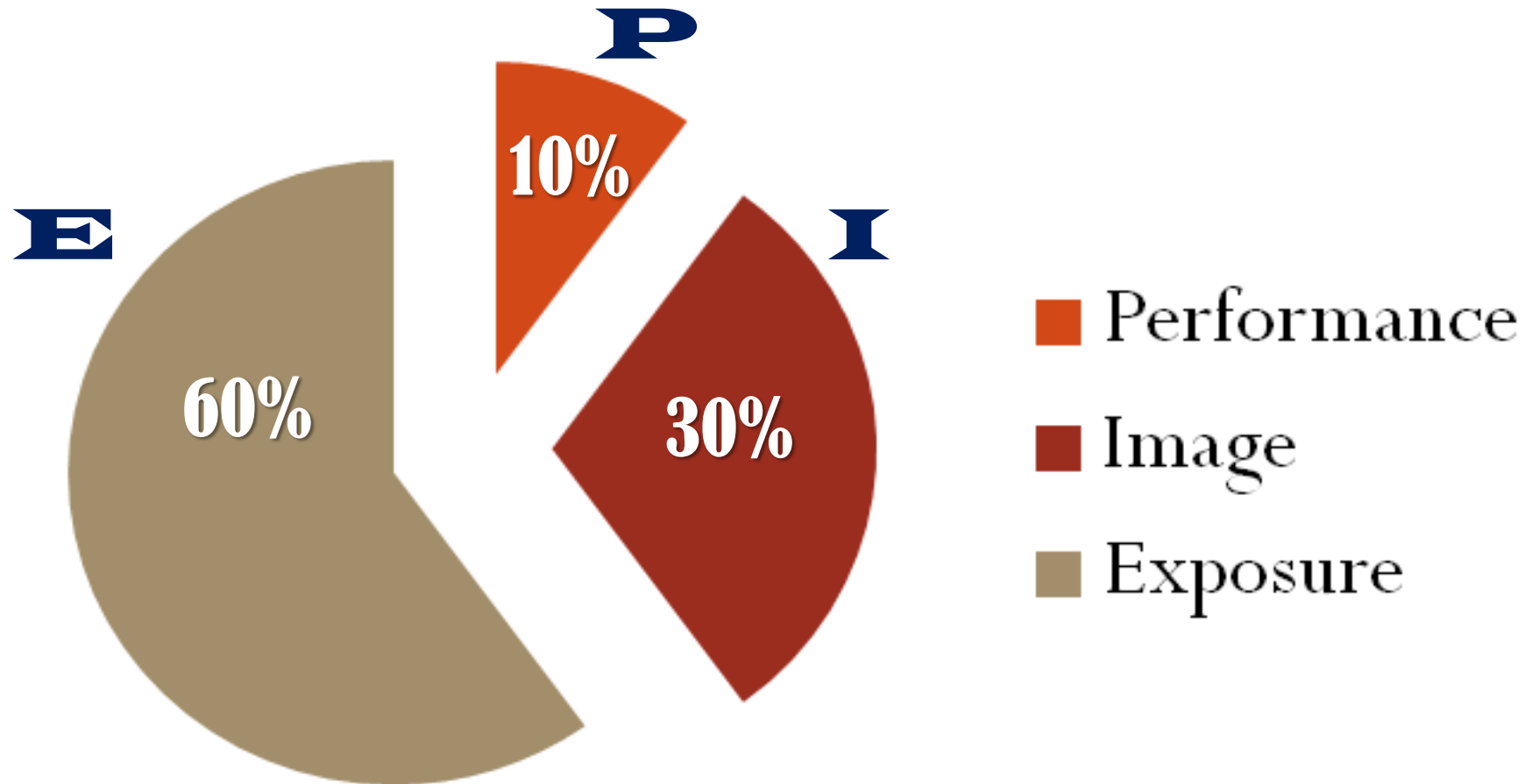
# PIE



# The Rules of PIE

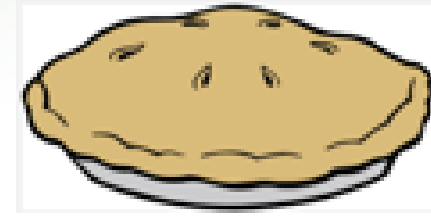


- **PERFORMING** well gets you **10%** of the way there
  - The **LOOK** you project is **30%**
- **Who you KNOW** and who **KNOWS** you is **60%**



# Summary

**P - I - E**



Who can tell me what the letters stands for and the percentages for PIE?

**P** = PERFORMANCE & 10 %

**I** = IMAGE & 30 %

**E** = EXPOSURE & 60 %

# Socio-Economic Classes Are Identified by Unwritten Rules and Behaviors

- We all enter the game at the level of our parents at the time of your birth...**we are all BORN into class.**
  - **Old Money** or could be **Working Class**
- **7 Classes or Levels** in our society
- One basic principle of the game is to **be pulled through the system** by someone from a higher level ...
  - **that individual becomes your SPONSOR.** Sponsors look for:
    - Has the player developed a comfort level with group at the next level? In other words, if placed...**would they fit?**
    - Do they look and act the part





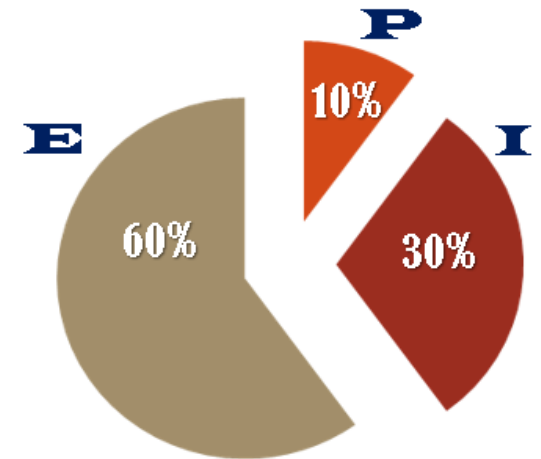
# Surge365 Sponsor and Mentor

You are THE “E!” SPONSORING prospects to a higher class!



Prospects have to come through you to join Surge365

- *You are the door* to join Surge365
- *You are the access* to Surge365 “Millionaire Class”
- *You are the door* to Surge365 Lifestyle
- *You are the only access* to Coach, Scott, Chris & Surge Leaders



*Flaunt an “E” Sponsor ATTITUDE*



# Socio-Economic Class or League (Level)

Unwritten Rules and Behaviors of Each Level

$C_{M_C}$

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League (Class)

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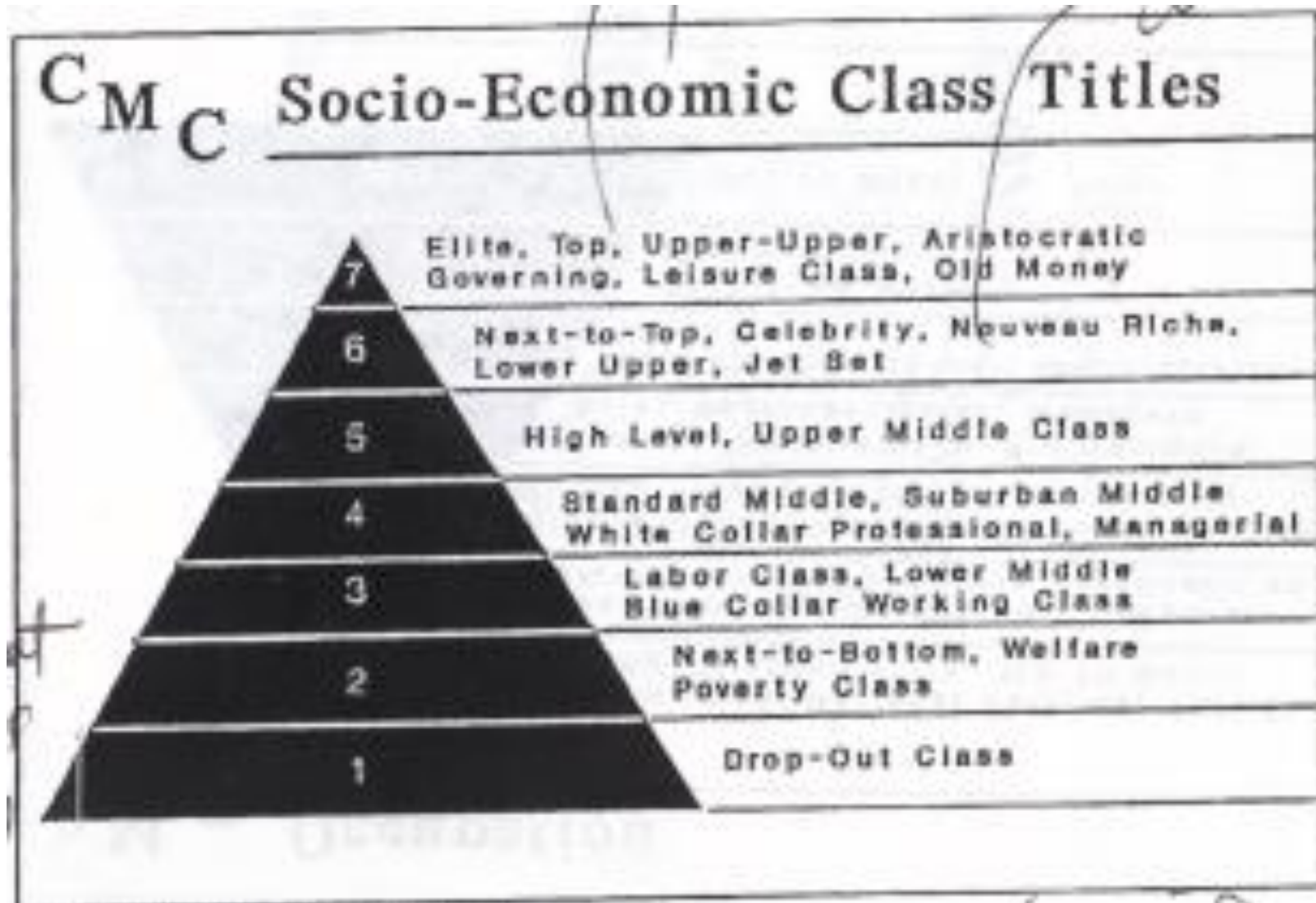
- A Group Sharing the Same Economic or Social Status
- A Group, Set, or Kind Sharing Common Attributes
- A Group of People Who have Intimate Access to One Another

Think about Your  
Surge365 Prospects



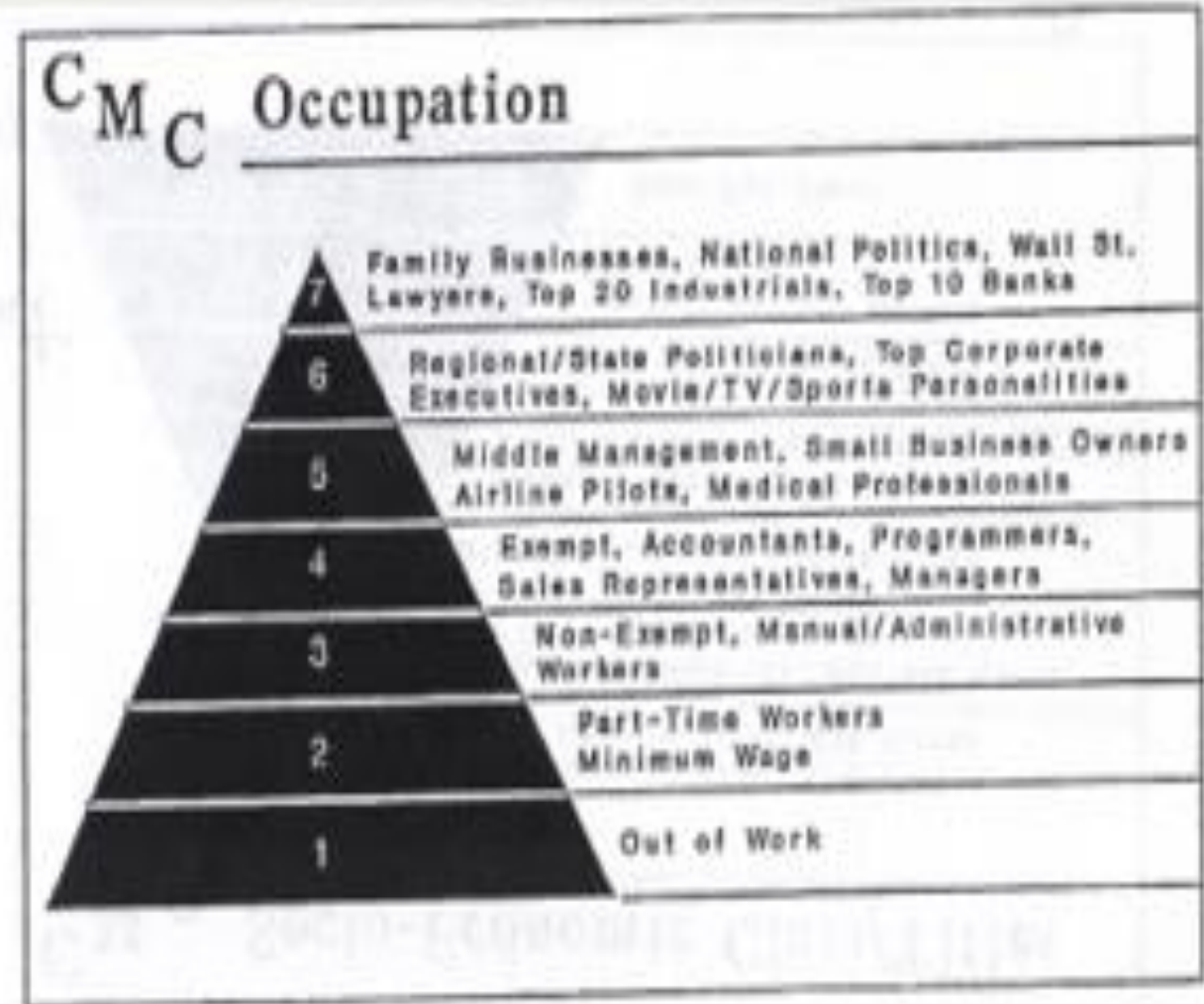
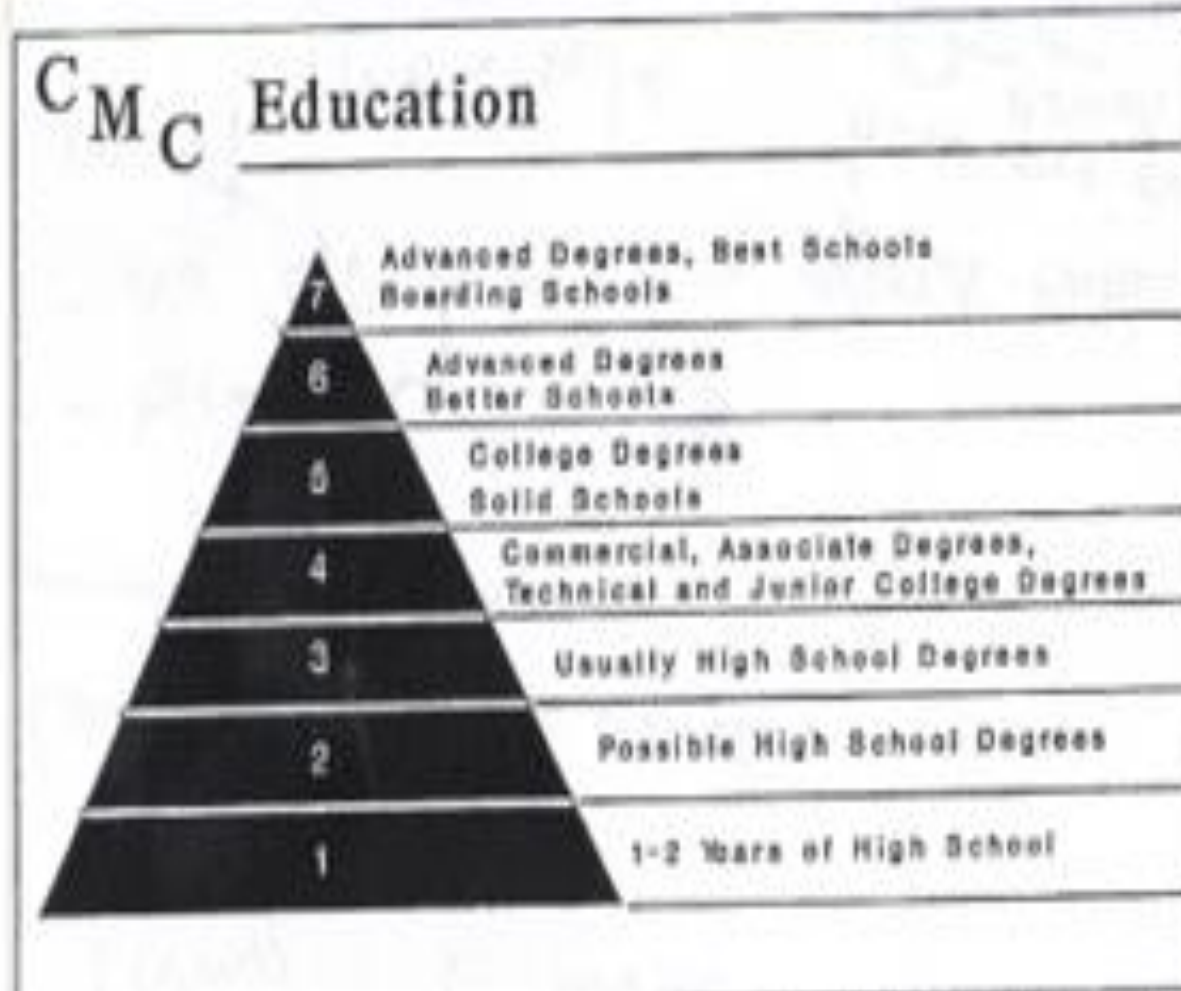
# 7 Socio-Economic levels or Classes

Unwritten Rules and Behaviors Identify Each Level



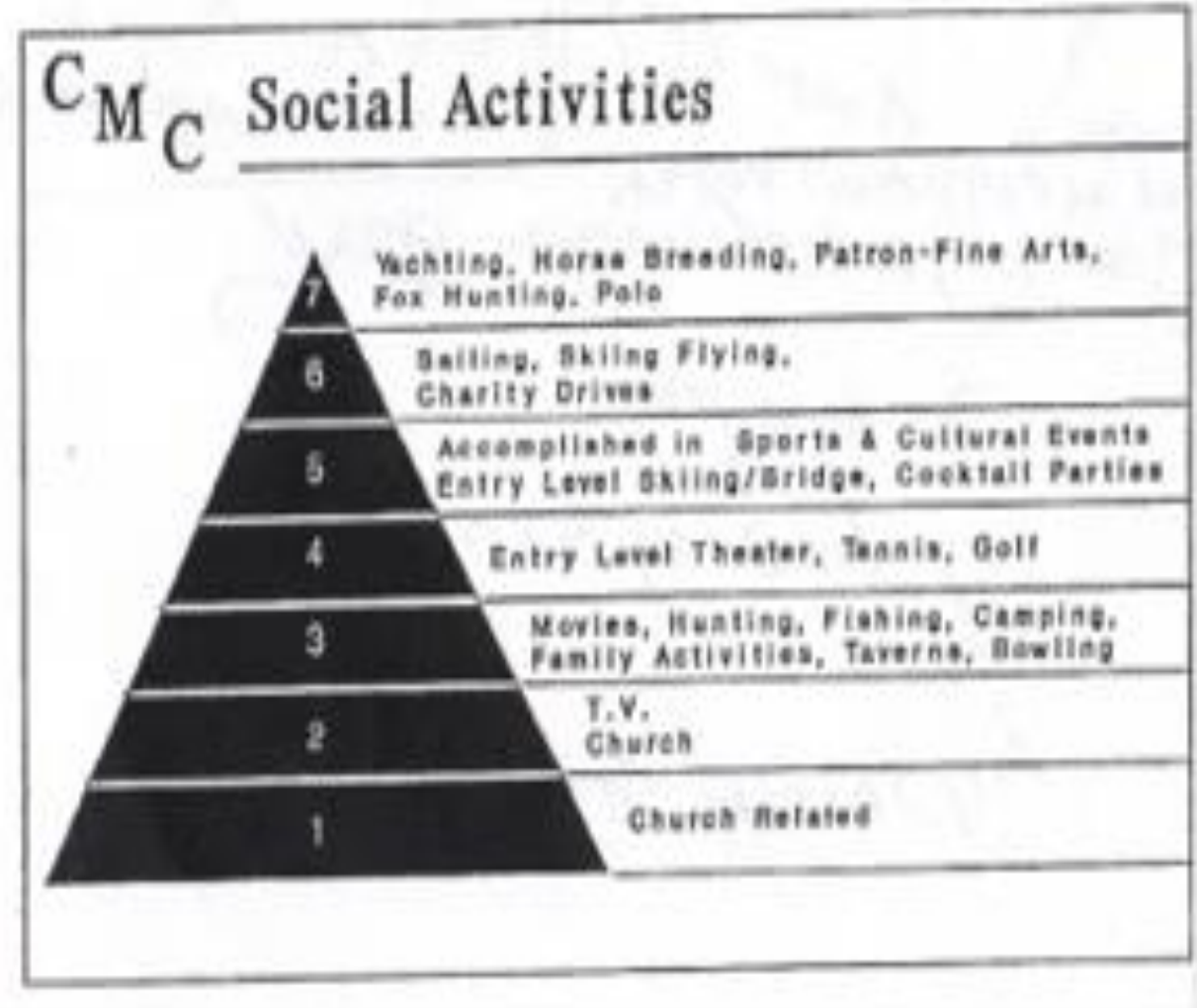
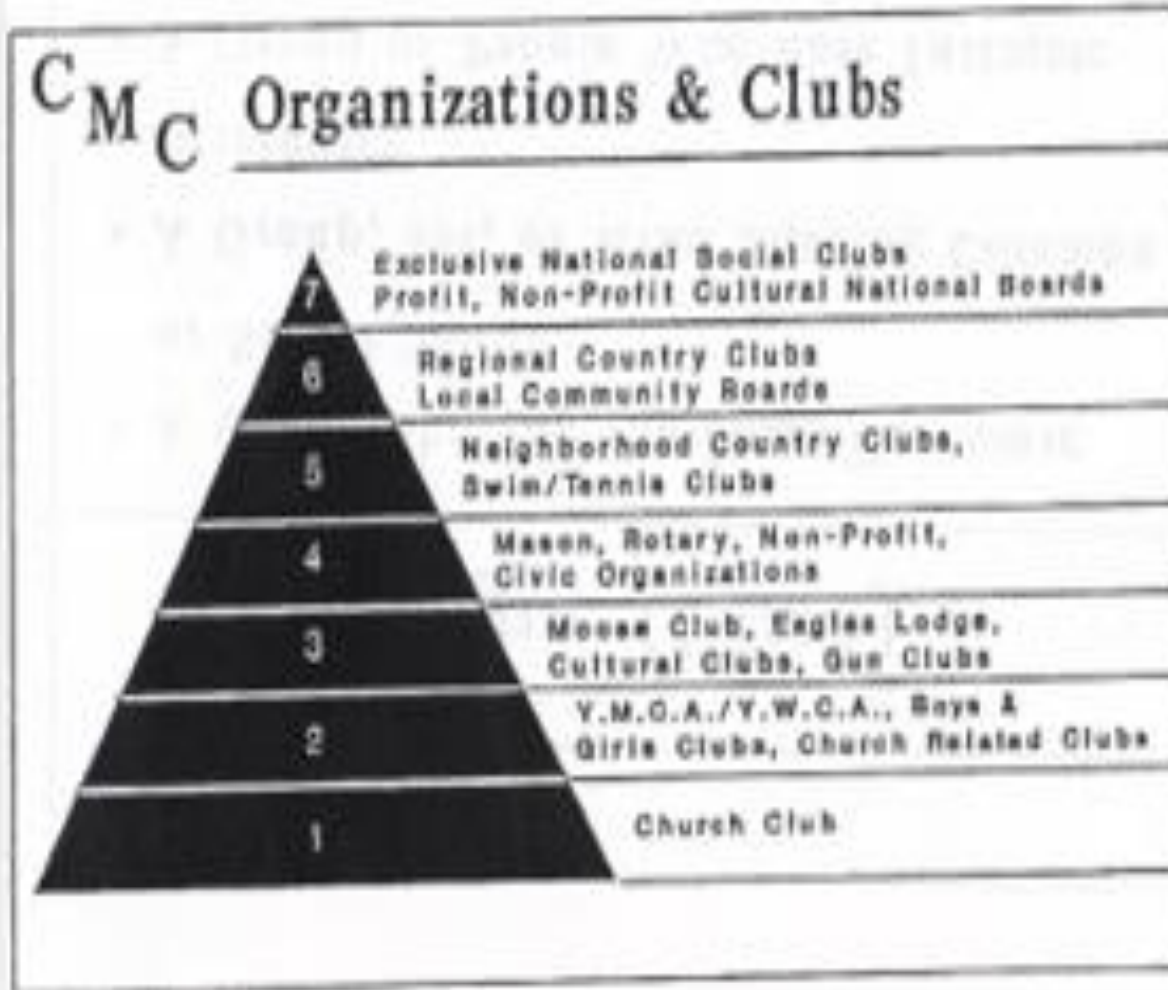
# 7 Socio-Economic levels or Classes

## Education and Occupation



# 7 Socio-Economic Levels or Classes

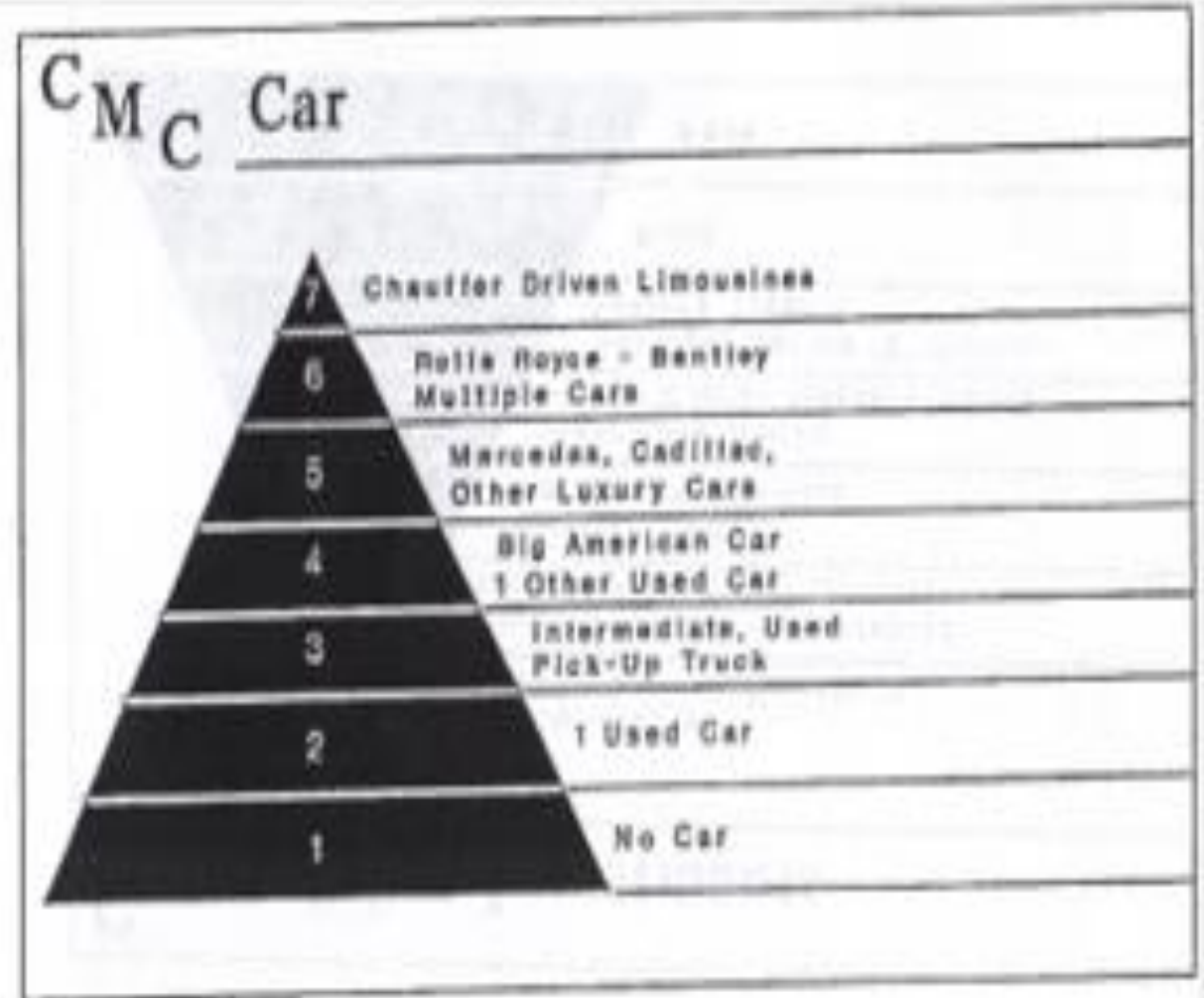
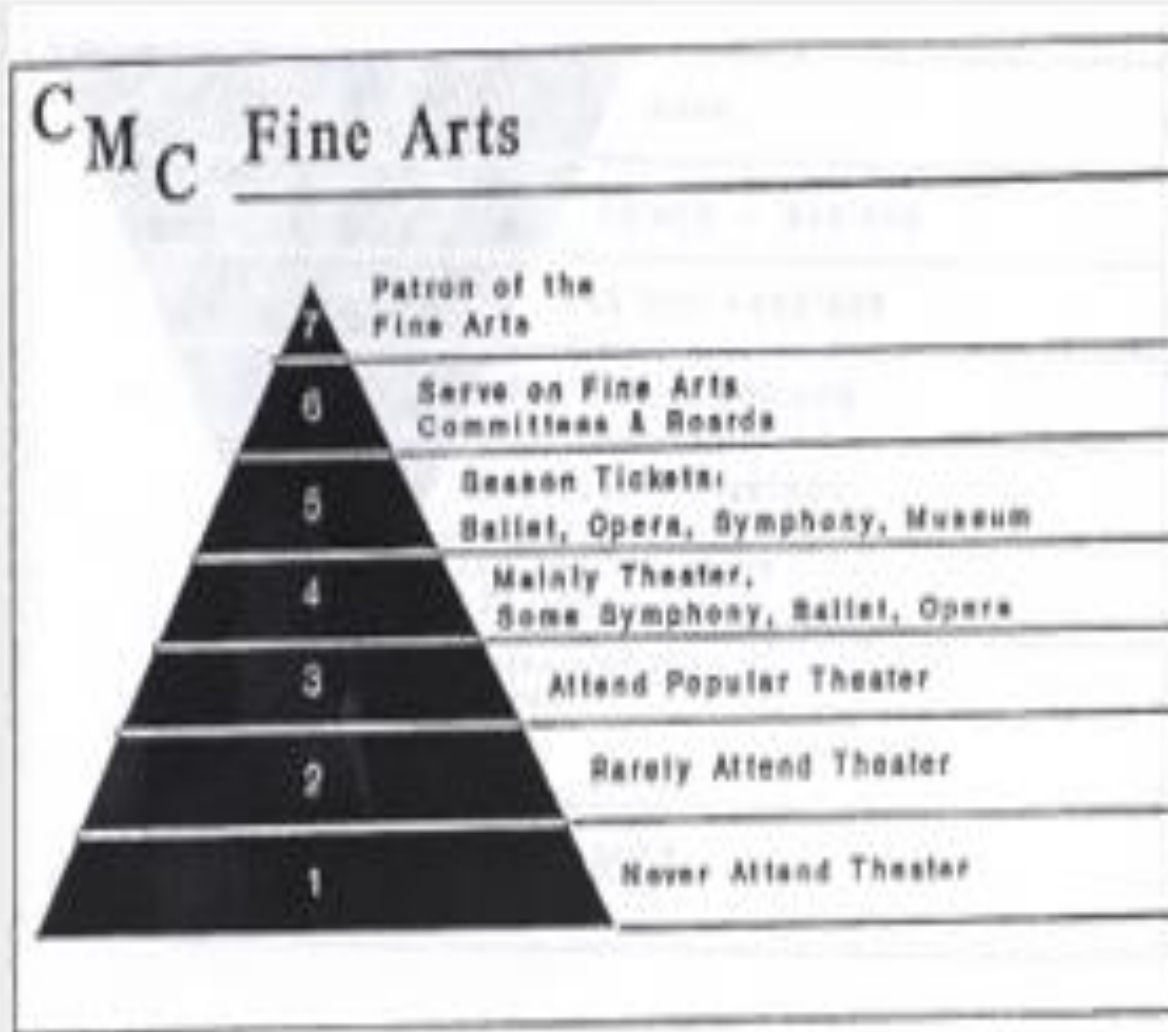
## Organization & Clubs and Social Activities





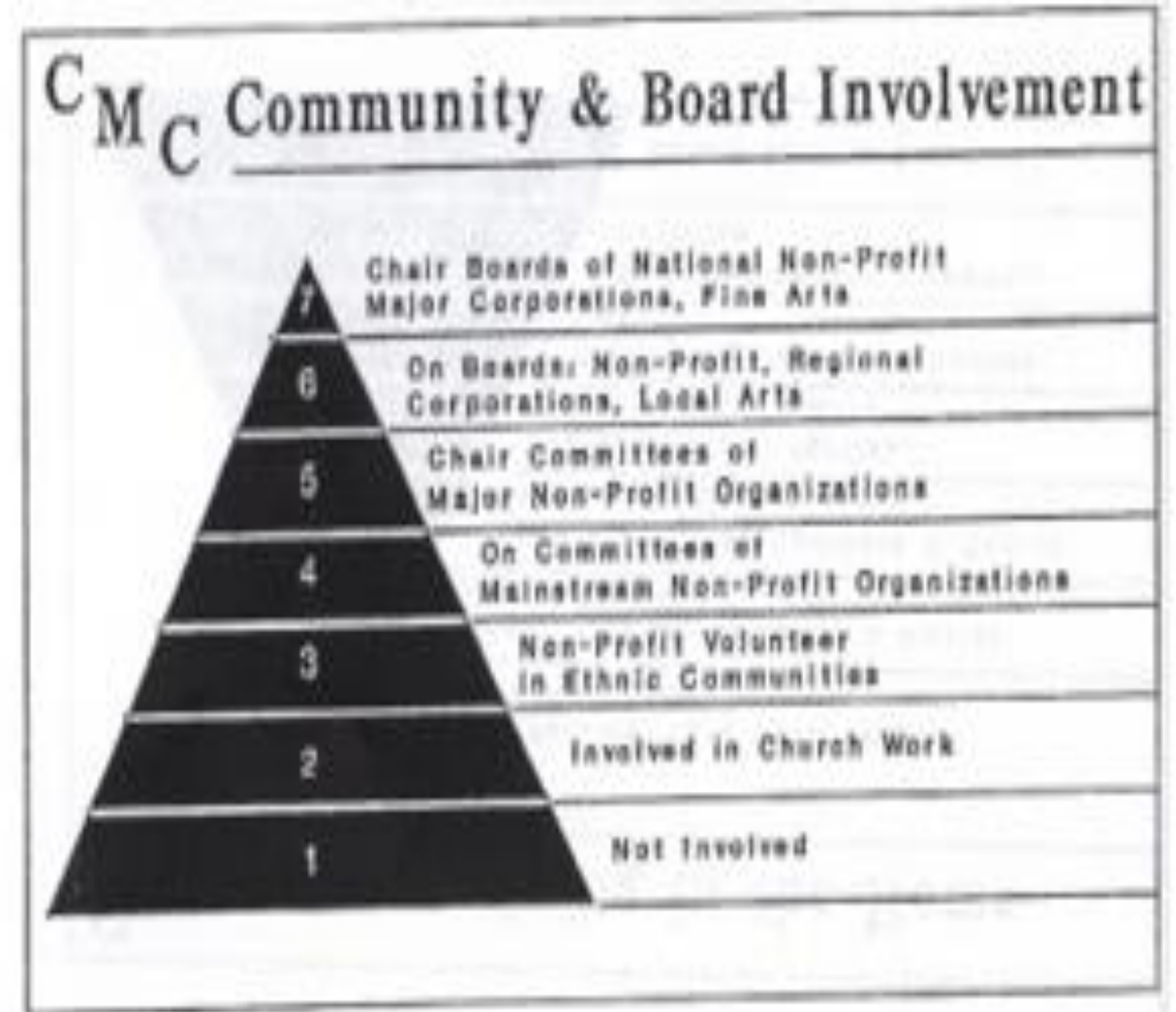
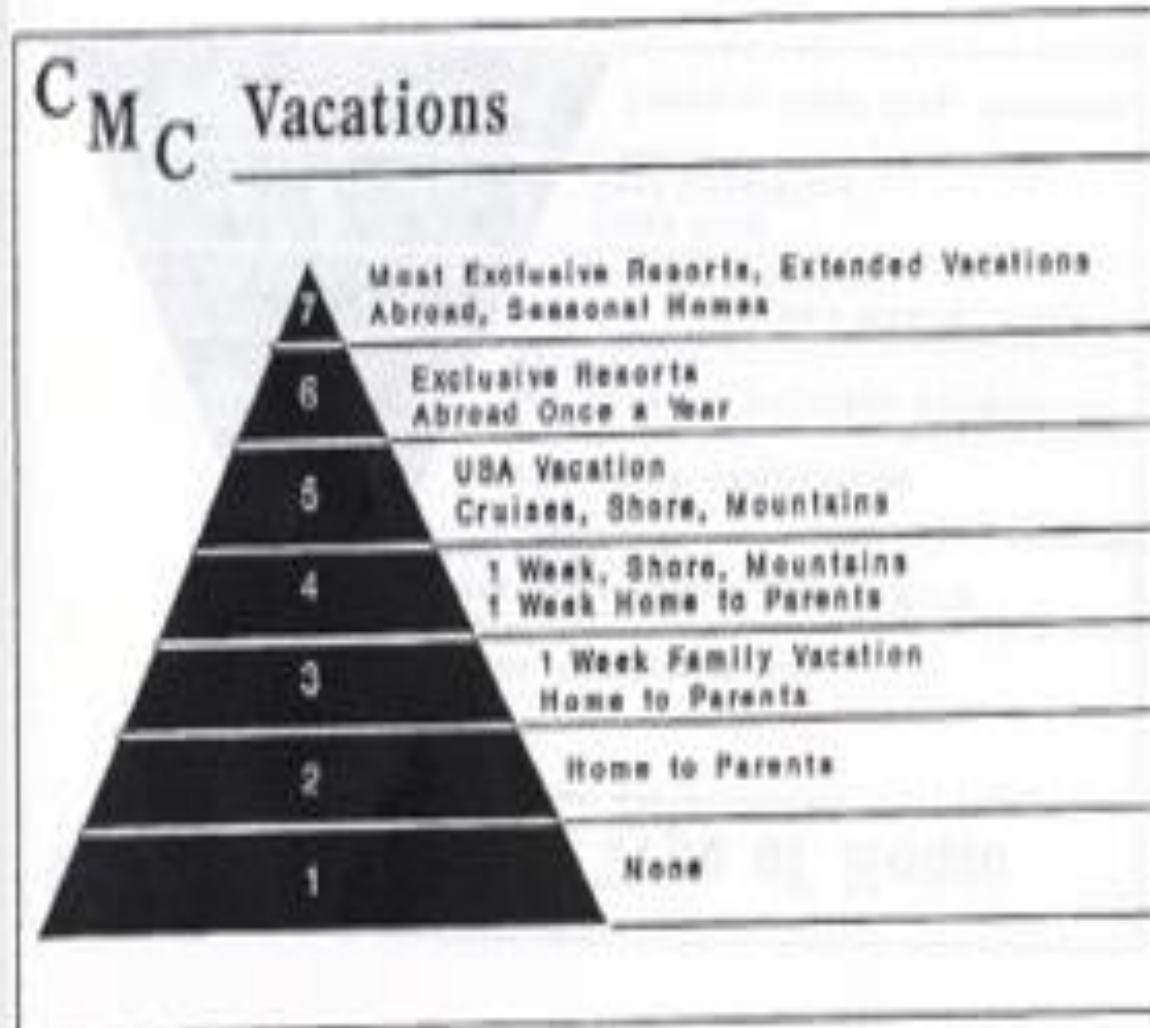
# 7 Socio-Economic levels or Classes

## Fine Arts & Car



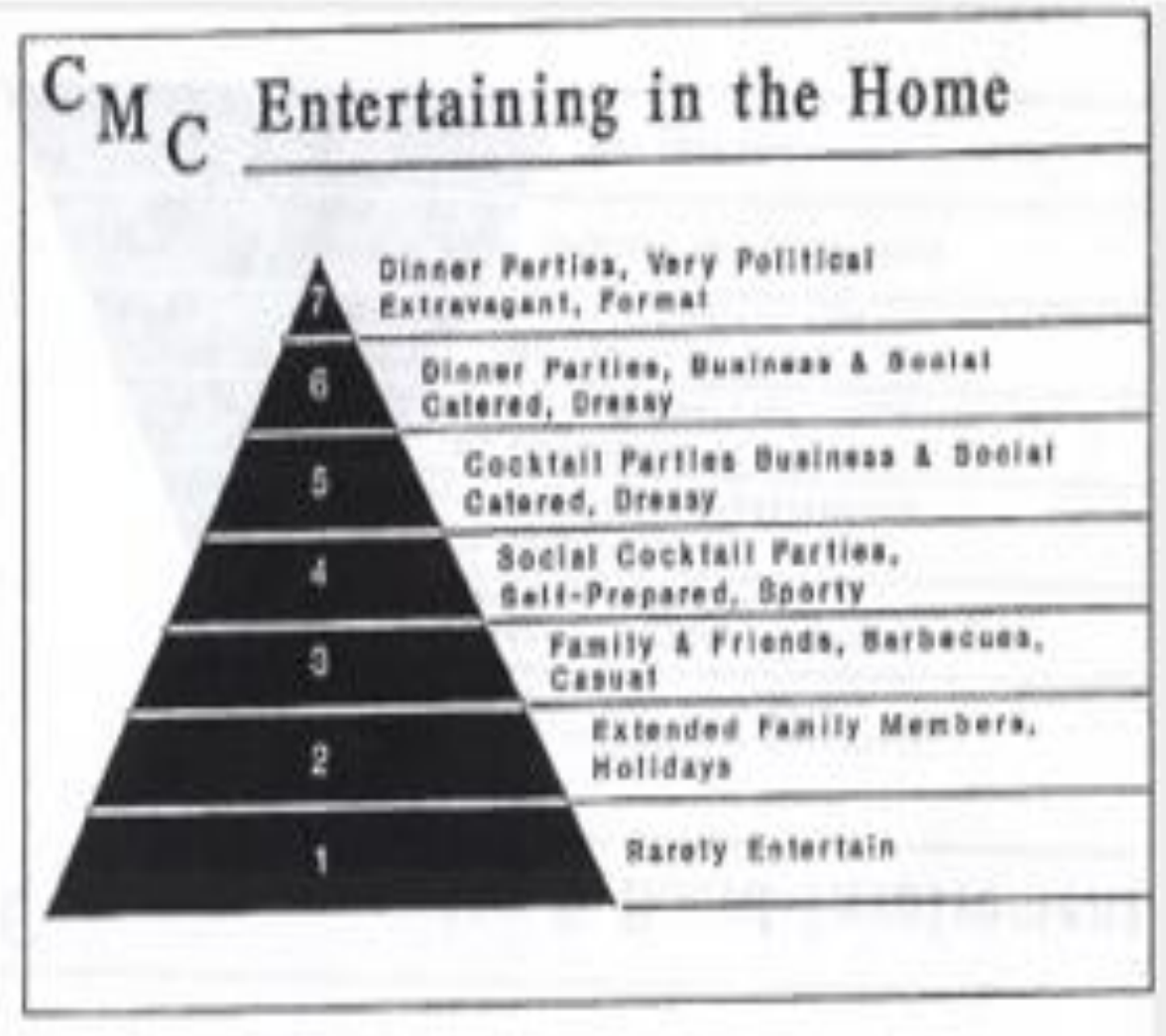
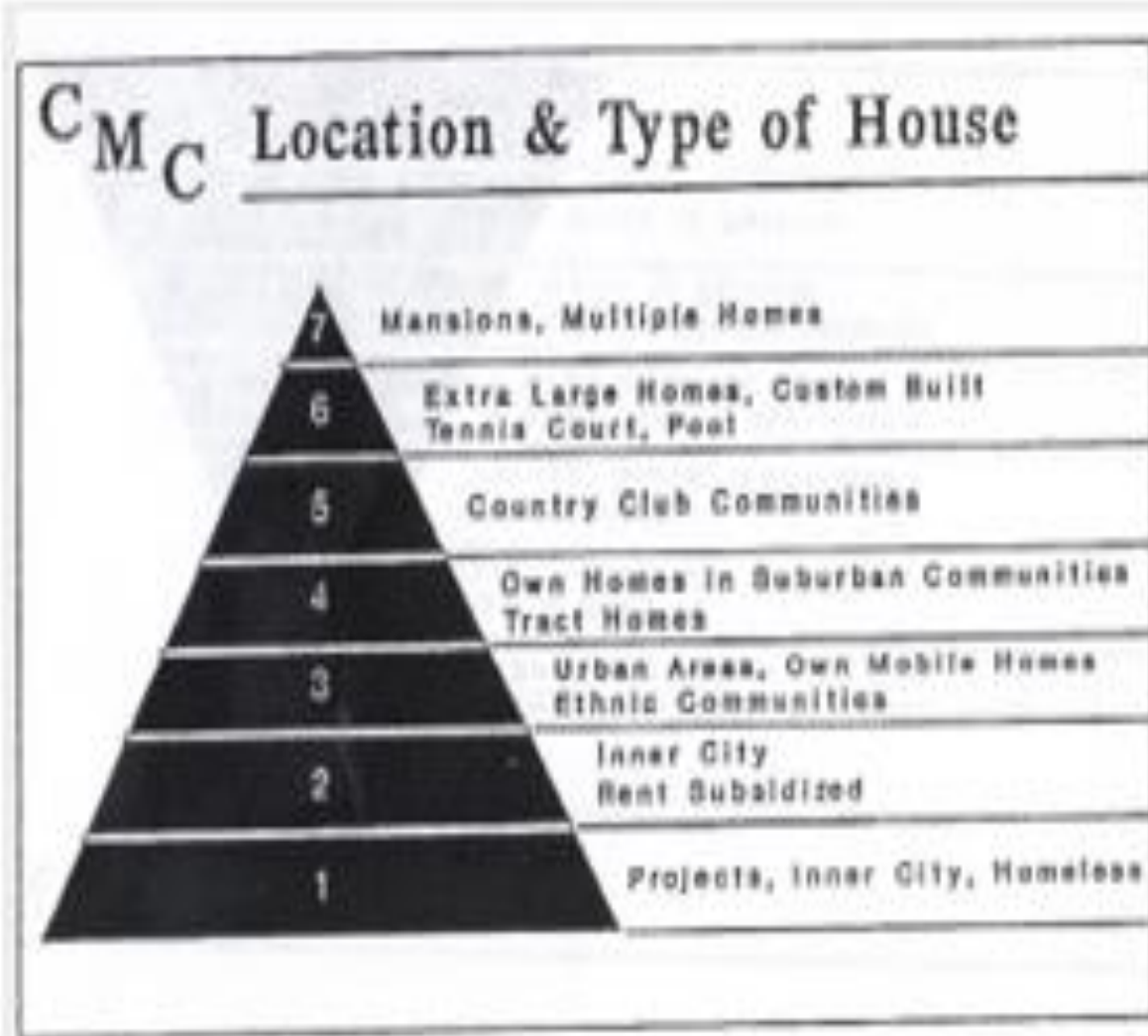
# 7 Socio-Economic Levels or Classes

## Vacations & Community & Board Involvement



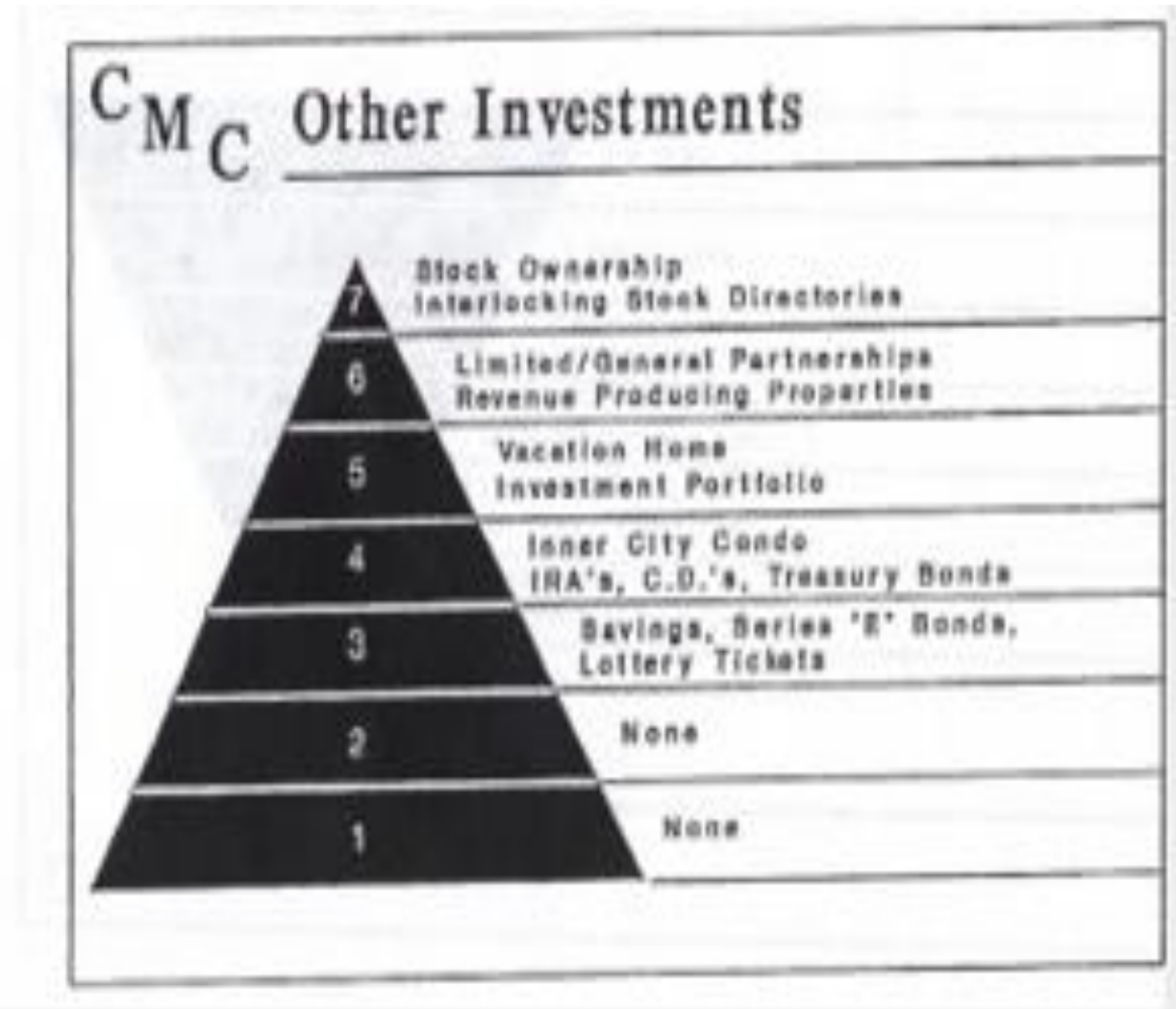
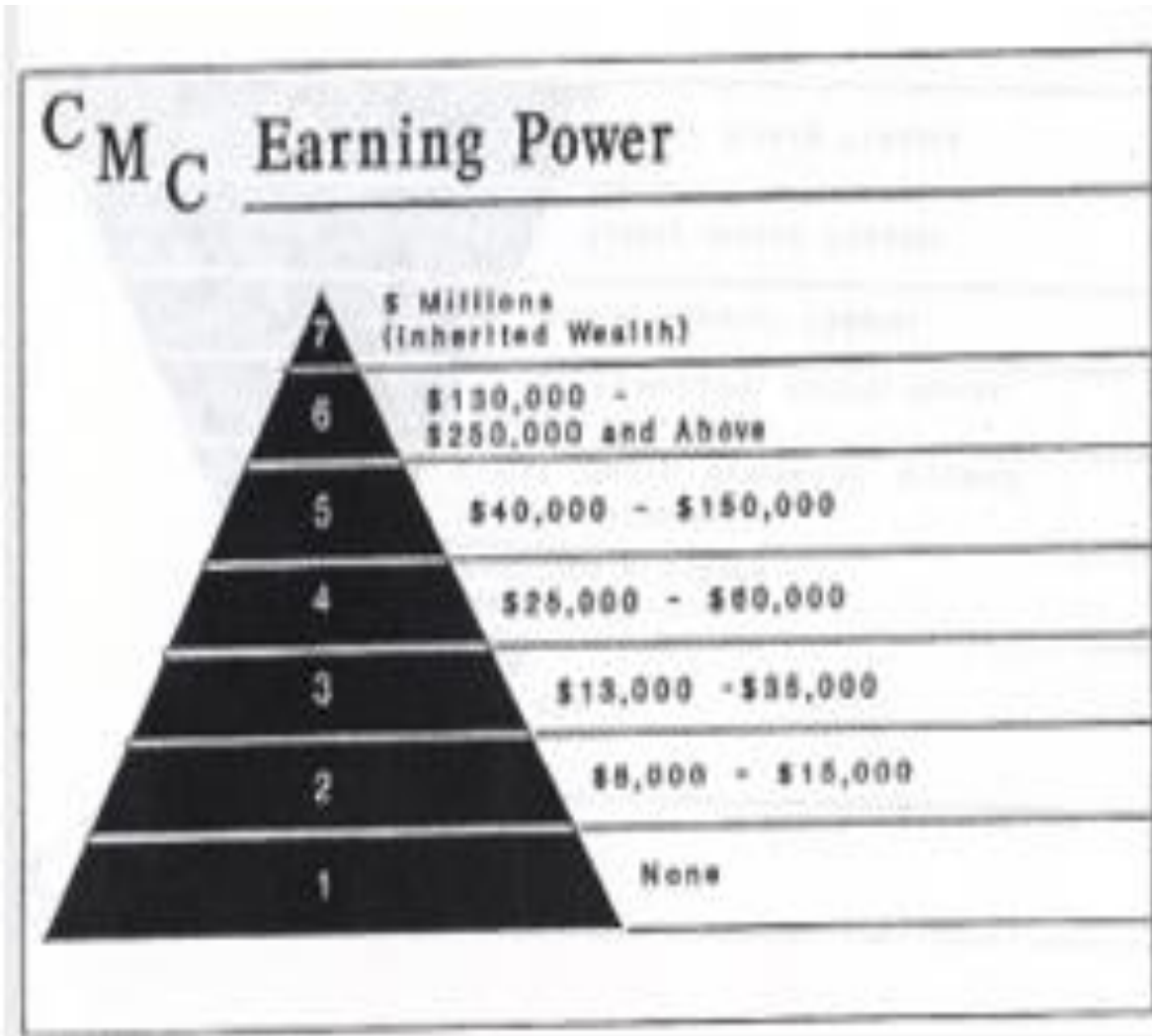
# 7 Socio-Economic Levels or Classes

## Location & Type of House and Entertaining in the Home



# 7 Socio-Economic Levels or Classes

## Earning Power & Other Investments



**PIE**



# Fluency...The Automatic Answer



Your **ability to communicate** and fit into an environment without conscious thought.

- Fluency barriers **must be overcome** to advance to the next level
- Words flow automatically in your **native language**
- The more fluent in any language or culture, the **more comfortable** you make other people
- Comfort translates into ***Acceptance***

***In order to move up, you must display the cultural fluency required of the next level's language...otherwise...rejection***

# PIE



# Languages...and Impact on Advancement



- Organizational language is total communication, encompassing both the **verbal and nonverbal behaviors**.
- Each Level has its own **distinctive language**
- As you move up the career ladder, you **discard or add** to your language from the previous level and **adapt to the language of the new level**.
- **Failure to adapt** will be rejection by peers



**Director**  
**National Builder**  
**Regional Builder**  
**Team Builder**



# Power-The Ability to Influence

- **Knowledge is Power (doing a good job)**

- Short-term boost to your power rating
- Limited in scope and short-lived in duration
- Fades quickly once others know more than you
- People have short memories

- **Charismatic Power (viewed by others)**

- Vibrations you give off? The way one carries oneself. Your image?
- Paid for performance...but, promoted based on potential

- **Power by Association (visibility and reputation)**

- People who are close to power...carry the mantle of power
- Associate with the power group



# Summary of the Class Rules

1. Whoever is at the Top of the Pyramid **Has the Right to Make the Rules**
2. Every Person is **Born into a Class Level**
3. **Jobs and Positions** Correspond to Class Levels
4. **Cultures do not change for individuals**
5. **Each of the 7 Levels are Possessive** of Their Members
6. Once Entrance to a Level is Gained, **the Means to Stay Will be Provided**
7. Once you know the rules, you can **maneuver the system** any way you want. People don't want a title...**they want a lifestyle!**

