

**Everyone Communicates,  
Few Connect:**

***What the Most Effective People  
and Teams Do Differently***

**@derekdeprey**



TYLENOL



Wisconsin Athletic Club









**MIKE SCHULER**

1965-1987 NBA Coach of the Year  
Portland Trail Blazers Head Coach 1985-1989  
Los Angeles Clippers Head Coach 1987-1992

**TERRY PORTER**  
Phoenix Suns

17-Year NBA Playing Career & 2-Time NBA All-Star  
Drafted by the Portland Trail Blazers in 1985

**JERRY SICHTING**  
Minnesota Timberwolves

Player on Boston Celtics 1986 NBA Championship Team  
Drafted by the Golden State Warriors in 1979

**TERRY STOTTS**  
Dallas Mavericks

14-Year NBA Coaching Career  
Drafted by the Houston Rockets in 1988

**GEORGE KARL**  
Denver Nuggets

12th Winningest Coach in NBA History  
2-Time NBA Coach of the Year

**BOB OCIEPKA**  
Chicago Bulls

15-Year NBA Coaching Career  
Author of Basketball Playbook: Plays from the Pros

**SAM MITCHELL**  
Toronto Raptors

2006-2007 NBA Coach of the Year  
12-Year NBA Playing Career

**JIM BOYLEN**  
University of Utah

2-Time NBA Champion with the Houston Rockets  
Selected 4 of the NBA's 50 Greatest Players

**DAN PANAGGIO**  
Los Angeles Defenders

Last Quad City Thunder in 2 CBA Championships  
2-Time CBA Coach of the Year

**DEREK DEPREY**  
General Manager  
Wisconsin Athletic Club

**TOM CREAN**  
Indiana University

Led Marquette to the 1993 Final Four  
2-Time C-USA Coach of the Year

**Entrepreneur.**







**Make connecting a top priority.**



# Four Principles & Four Practices



# Principle #1: Connecting is all about others.





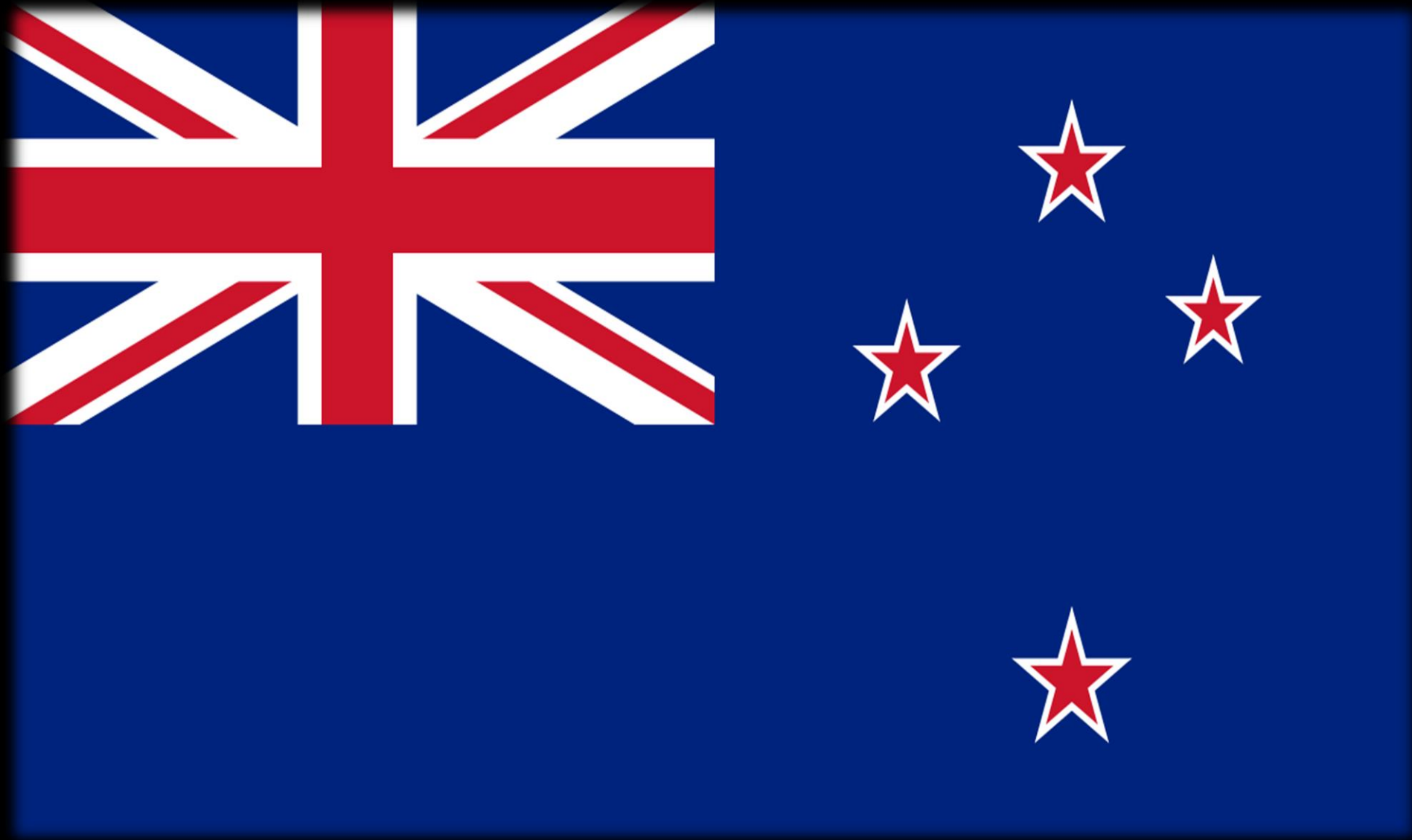
**University of York research shows  
that *lonely people* are 29% more  
likely to have heart disease and 32%  
more likely to have a stroke.**







# Principle #2: Connecting goes beyond words.



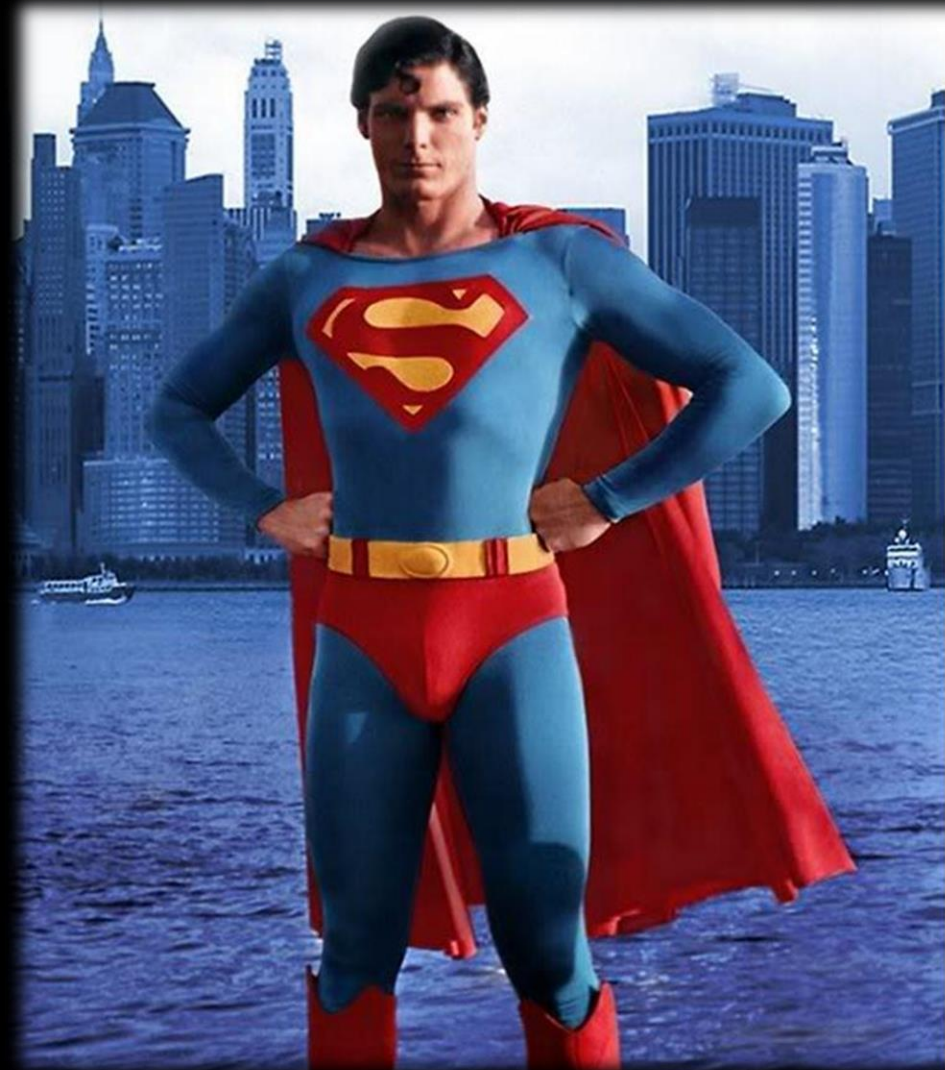




**A Princeton University study found it only takes **1/10 of a second** to judge someone based on their appearance.**



In a Harvard study, people who took on a power pose for just **two minutes** before a job interview were more likely to be hired.





# Principle #3: Connecting increases your influence.



414-482-7374

# STONE CREEK COFFEE



W-SHOP







According to the Journal of Experimental Social Psychology, a face-to-face request is **34 times** more successful than an email.



# Principle #4: Connecting always requires energy.



# *Four ways to use energy to connect* **#1. Connecting requires initiative.**



**Gallup shows that close friendships at work boost employee satisfaction by almost 50%.**





**“But I’m an introvert.”**



**Reach out. Reach out. Reach out.**





Who do you know that I should know?



**“More companies will require a video with applications to quickly gauge the soft skills of a candidate, & it’ll become one of the initial filters for hiring.”**

**– Scott Swedberg, The Job Sauce**

**Forbes**

**“Rather than guess if a candidate can do the job based on their answers to behavioral questions, exercise-based interviews ask for candidates to show what they can do. That means job-based simulations in the form of case studies, individual exercises, and presentations.”**

**– Lindsay Grenawalt,  
Head of People for Cockroach Labs**

**FAST COMPANY**

# *Four ways to use energy to connect*

## **#2. Connecting requires preparation.**



Tayvon Jackson

Mobile • 4h ago



Hope you are well. My name is Tay Jackson and I published 2 investment books. I currently run the Jackson Publishing company. And, I really loved your page. Just wanted to know if you had ever considered publishing a book. I truly believe it can help your brand and if interested I would like to send you some more information.

Regards,

Write a message or attach a file



GIF

Send



**Frank Ziegler – 13 Connections**

**All family members 😊**



**“The skills employers are looking for are changing rapidly. LinkedIn recently added a feature that notifies members what skills are trending among people with the same job title. By switching their thinking from ‘what is my title’ to ‘what are my skills,’ professionals can broaden their job options.”**

**– Dan Shapero, VP at LinkedIn**







***Four ways to use energy to connect***  
**#3. Connecting requires patience.**

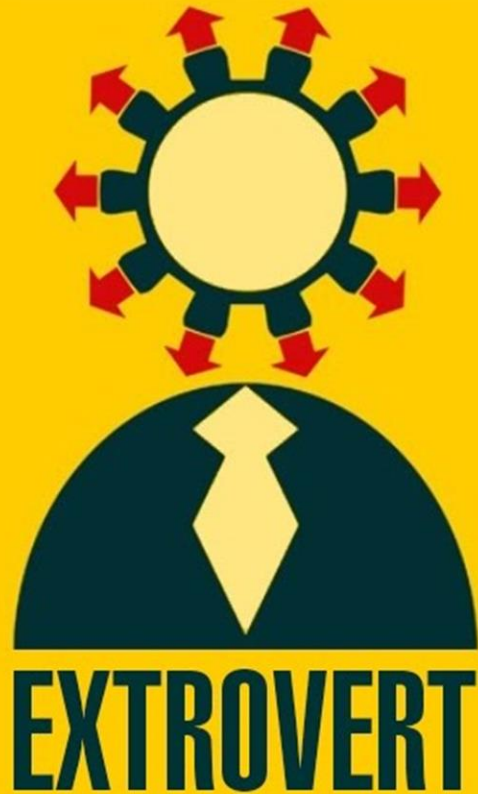




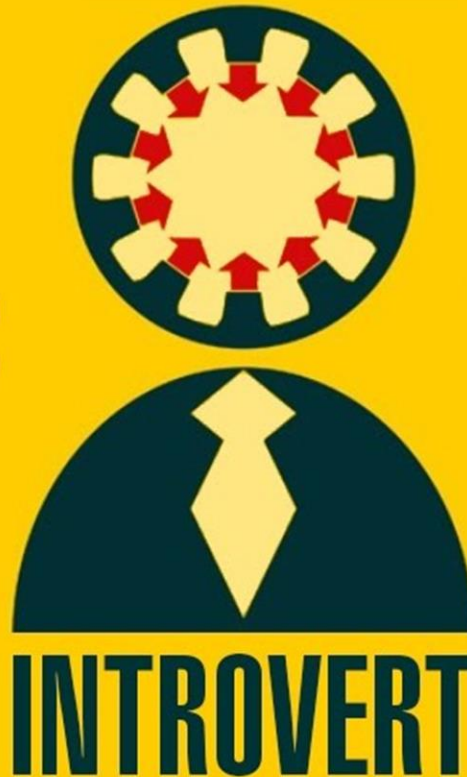


# *Four ways to use energy to connect*

## **#4. Connecting requires stamina.**

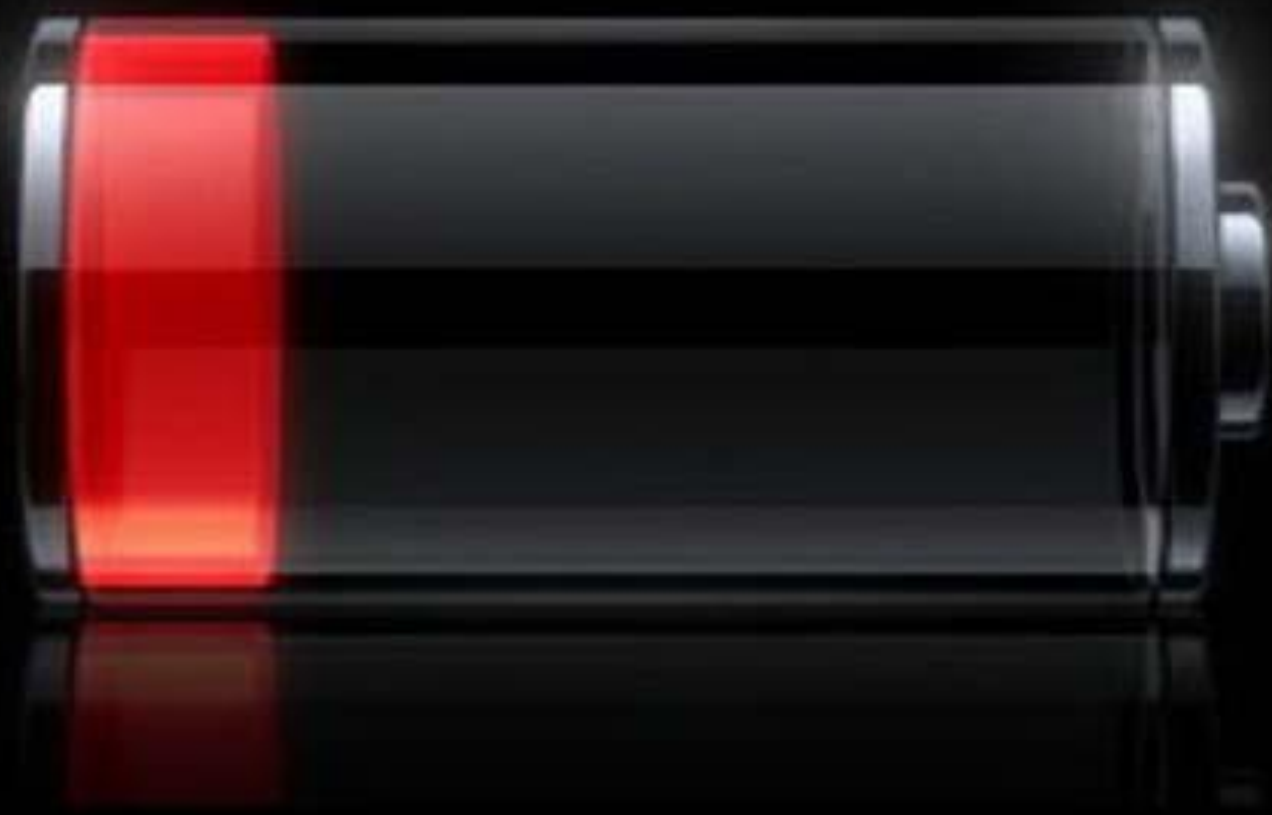


**VS**



**VS**





**According to a Georgia Tech study,  
14.7% of corporate emails are gossip.**









# Four Principles & Four Practices



## Practice #1:

Connectors connect on common ground.

• How • you •  
Down'?







# Ask Questions



# Listen









**Practice #2:  
Connectors keep it simple.**





**HOPSU**  
Basketball Coaching Academy

**HOPSU**  
Basketball Coaching Academy

**BASKETBALL PLAYBOOK**



COACH

COACH

LANCERS  
31

LANCERS  
41

LANCERS  
43

LANCERS  
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44

LANCERS  
5

COACH

LANCERS  
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LANCERS  
20

LANCERS  
42

COACH



# Value Proposition Statement

**I am a Speaker, Author, and Consultant...  
(product / service)**

**Who helps organizations create energized and  
effective cultures... (target audience)**

**So they can fully realize their mission and  
vision... (solution)**

**So they don't stop growing! (wake 'em up!)**

**I am...** (product/service)

**Who helps...** (target audience)

**So they can...** (solution)

**So they don't...** (wake 'em up!)

# Practice #3:

**Connectors create enjoyable experiences.**







**“Not only do we work well together, we have fun being together at our meetings.”**

**– Ron Moskal**





**You can tweak average experiences  
and make them great.**











**“Daddy,  
It doesn’t  
matter what  
we do...**

**Let’s just have  
FUN!”**

# Practice #4: Connectors inspire people.





**Who  
has  
inspired  
you?**

People need to KNOW that you are focused on them.



**People need to SEE your passion.**





# People need to FEEL your gratitude.



Dear Bloomberg  
Businessweek  
Friends,

**Douglas K. Covert**

Thank you for asking my perspective on writing  
Thank you notes. In my 18 years as President and  
CEO of Campbell Soup Company, I sent out over  
30,000 notes to our 20,000 employees. I  
found it was a powerful way to reinforce our  
strategies, to let our employees know we were  
paying attention and to let them know that we  
cared. I kept my notes short (50-70 words) and  
to the point. They celebrated accomplishments  
and contributions of real significance. They  
were virtually all handwritten to make the  
communication more authentic and personal. It is  
... I highly recommend. Good luck!  
Doug



# the **BIG 3**

**#1: Be yourself.**

**#2: Find out everything that you can about your prospects.**

**#3: Go above and beyond every step of the way.**

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# SHIFT

MOVE FROM



FREE RESOURCES























What was *your* best day ever?

