

Act Like a Deal Maker

Deal making is creating win-win and making a difference for the greater good.

By Gabe Hamda, PhD., SPHR

Do You Act Like a Deal Maker?

Success in Business is Creating a Win-Win and Making a Difference for the greater good.

Q: What is win-win deal making?

A: win-win deal making means:

- Creating win-win for all parties involved.
- you are aware of and able to articulate tangible and intangible capabilities and assets you possess - examples of tangible and intangible capabilities of a business may be a culture of quickly learning what customers want; a strong internal process for ensuring quality; past performance in all aspects of training services and staffing services; mature proposal writing capability.
- You are aware of and able to articulate what you want. Examples: We need capital to take our business to the next level. We need a teaming partner with existing contracts and relationships with a client group of our interest. We are looking to team up with a company with positive experience in partnerships.
- You are able to quickly identify and articulate the capabilities and assets of the other parties. You are also able to quickly identify the needs of the other parties.
- You are able to create win-win for others and for yourself.
- Better yet, the best deal makers make a positive difference for the greater good in our community and our world, which translates into making life better for others.

Q1: Let's start our chat by asking you your life's philosophy...

A1: I am an appreciative Communicator

Appreciative Communication means

- Enjoying all aspects of life
- Taking full advantage of every experience you encounter in life
- Focus more and express your ambitions, your wants and your likes and express less about your fears, concerns, dislikes. The former unleash your positive energy and later will make you freeze and dishearten you from achieving your life goals.
- True appreciative communication is balancing your time between attending to the needs of others and attending to your own needs. An absolute guarantee for a miserable life is a self-centered life, where everything is about you.

Examples of Appreciative Communication

- My friend John tells me that he likes the personal stories I tell in my remarks. I appreciate John for his kind remarks and ask the particular stories he likes, why he likes them and the impacts of these stories. In the end, I gain more insights about my strengths and my gifts in storytelling. I learn that what John likes is the fact that the effectiveness of my stories is the relevance of the stories to real life circumstances.

- My other friend Mary tells me that she does not care for my story telling. Instead of being upset and offended, I appreciate Mary for the insight and ask why and what part of my stories she dislikes. I learn that Mary's dislikes are due to my multiple and lengthy storytelling.

As an appreciative communicator, I learn and benefit from people who like me as well as take advantage of information I receive from those who do not care for me.

Q2: What helped you succeed during your student years?

A2: I met professor Ashenafi Kebede, who gave me two advises, which I immediately accepted and implemented. (A) the skills I acquired in Africa are very relevant here in America. Thus, sell myself as fully qualified. I never looked back. Consequently, some of my African classmates were doing dishes and I was doing consulting work making good money (2) tell people what I wanted than beating around the bushes. I immediately started telling people what I wanted and started receiving them.

Q3: Why have you decided to become an entrepreneur?

A3: simple answer: I am enjoying life as an entrepreneur more so than when I was an employee. I can say this is my calling. Why? I enjoy people. I relate to people and draw energy from them. Consequently, I have been able to attract amazing employees; I have been able to attract outstanding business partners; I have been able to attract fantastic clients. My connection with people is more on the basis of values not on the basis of race, ethnicity, politics and religion. I attract people who are ambitious, passionate, make a difference and fun.

Q4: Share with us some of the challenges you faced as a small business owner, how have you overcome them, and the lessons you learned?

A4: The biggest challenge has been access to capital. when we get paid by clients and payroll schedule do not always match. Two solutions: negotiate better payment terms with clients and secure a bigger line of credit. Big lesson: Eliminate unnecessary expenses that appear fancy.

Q5: For those business owners who are struggling and facing setback after setback right now, do you have some encouraging words that may help them to pick themselves up and change their future?

A5: The real answer may require looking at each business. To receive direct business counseling, I recommend each business owner to visit their nearest SBDC (Small Business Development Center) that is located in every jurisdiction all over America. Here are 3 general questions for business owners to consider. (1) why are you in business? Make sure you are in business for the

right reason such as having unique products and or services that the market place needs and you have the right aptitude, energy and tenacity to be in business. (2) Do you have a good grasp of the system- the inner workings of the targeted client group- this is true everywhere you want to do business on earth: Montgomery County, State of MD, US govt, China, South Africa, China, Russia or Germany. Are your business challenges due to not knowing the system of the targeted client group. (3) Are you ready to do business in partnerships? Some business challenges may be easily overcome with businesses with complimentary skills and talents. Your business may have strength in business development and may team up with a business with a strong order fulfillment and a business with strength in marketing. If your business is strong and mature all essential areas, you may not need teaming partners.

Q6: From your own experience, how do you deal with setbacks and disappointments?

A7: life comes with a full bag of joys, happiness, successes, setbacks, disappointments, failures, likes, dislikes, wants. All these experiences are valuable gifts and opportunities to learn and improve our life journey. While setbacks and disappointments may be unpleasant, it is important to note setbacks and disappointments have expiration date and are not going to last forever.

Q7: On top of being a business owner, you also empower people through the organization called Go PRO 21st Community. Tell me more about the organization and what have you done so far.

A7: Go Pro21 Community inspires people to achieve their highest human potential. Our target is people who feel underemployed and unfulfilled. Our major effort is referring people to their nearest "American Job Center". We offer soft soft skills training.

Q8: Recently, you have begun touring colleges and universities. The theme of your tour is Awakening the giant within. What are you trying to achieve from this tour?

A8: In my recent book tours in The US and Canada, youth were represented in small numbers, I noticed youth were more engaged. I am more impressed and inspired by youth. Their unfiltered wisdom is worth hearing. My college tour is intended to learn from and awaken the giant in the college students.

A9: Any encouraging word to the people who may be experiencing setbacks right now?

AZ: Appreciative Communication is a choice. To learn more you may visit my book website "Become What You Say" and download a free copy of my "Appreciative Communication" Article.

By the power vested in me, I hereby empower you to live a fulfilling life of Appreciative Communication. One step in that direction is regularly sharing a "joyous moment of the last 24 hours"

Regularly sharing and hearing "Joyous Moments" allows you to see what is working well in your life and count your blessings. Choose to treat yourself like a victorious person versus a victim. Chose to act like a deal maker versus a defeated person.

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