



Hi,

I've recently enrolled in night school. It helps me satisfy my love of learning and will enable me to have an even wider breadth of knowledge from which to pull when my clients ask for support in reaching their goals. In fact, I attended a class last night. During a break, the instructor has occasion to quote Clint Eastwood, "...you've got to ask yourself one question: Do I feel lucky? Well, do ya punk?" I only recognized the quote as being something Clint Eastwood said in a movie. Another of my classmates didn't recognize it at all and the other classmate who was in the conversation immediately recognized it. I thought this incident brilliantly illustrated the need for cultural and social awareness, the 10th ingredient of success.

Happy reading,



Karen

## 10. Social and Cultural Awareness

Let me start by filling in a few more of the details from last night's conversation. The instructor, who flawlessly recited the quote is an American male. I'm an American female, who worked in a male-dominated field for many years. My classmate who didn't recognize the quote at all, is an American female who has always worked in female-dominated fields, has a sister as her only sibling, was not particularly close to her father and is married to a Cuban man. My other classmate, who we discovered could quote Clint just as well as the instructor is also an American male.

I suspect that I recognized the quote as being something Clint Eastwood said in a movie primarily because I worked in an American-male dominated industry for many years.

I suspect my female classmate was oblivious to the quote because she has not been regularly exposed to the American male culture through either work or family experiences.

Although this is admittedly a small sampling of people. I believe this story illustrates that American males are probably going to be more familiar with this quote than American females because of social and cultural norms.

What does this have to do with Building Success? Well, I think it points out the necessity of being aware of the cultural and social norms of whom you are working with and who you are selling your products and services to. Imagine trying to sell something to an American woman's group and using the "...you've got to ask yourself one question: Do I feel lucky? Well, do ya, punk?" quote. How well do you think that would work? Now, imagine trying to sell something to an American man's group and using the same quote. Do you think you'd be more successful? I sure do because you would be connecting and building rapport with them through the knowledge of the social and cultural norms of the American male.

I invite you to think about your target market; your colleagues at work, school, church and volunteer organizations; and even your own family members. Are you aware of their cultural and social norms? Are you speaking their language with not only your words, but your behaviors? If not, you may have just discovered an interesting opportunity to build your success.

### Don't Forget

Reserve your spot for this month's 30-minute Building Success conference call!

To Register: Call 817-988-8086 or click your preferred time below.

- [Monday, Oct 19 @ 12:30pm Central Time](#)
- [Monday, Oct 19 @ 6:30pm Central Time](#)