

## **Bridge Builders (*free sample chapter from Why Simple Works*)**

You don't have to be a superstar. You don't have to be the top dog. You don't always have to be the number one.

It helps. It can offer kudos and credence to your name. But superstars fade. Top dogs become old. Number ones can fall by the wayside.

Stop solely concentrating on the numbers and positions. Instead, think about being a bridge builder.

We're in a people business. Yes, people work from numbers but they really believe in the connection. You're the bridge to that connection. The decisions you're making today are being viewed by others, and they will come to you for their needs.

Build the bridge right and the numbers will follow.