

## Build Your Fan Base

I chanced upon a Chinese Instagram post recently that had a play on the Chinese words, - '你不是没找到你人生的舞台, 而是没找到你的后台', meaning, 'It isn't the lack of a platform that stops you from displaying your talents but you haven't found the backer for your platform'.

It is often said that it isn't what we know that counts but who we know. My take is, 'What we know is important, who we know matters and who knows us is vital'.

"At the height of his wealth and success, the financier Baron de Rothschild was petitioned for a loan, which he replied, "I won't give you a loan myself; but I will walk arm-in-arm with you across the floor of the Stock Exchange, and you soon have willing lenders to spare." (Page 45, "Impression Management in the Organization" by Dr Robert Cialdini)

How do people know us enough to back us up, cheering for us as if they are members of our fans club? Is it our technical expertise, warmth, charisma, character, values, track record, network, time spent together, etc?

A 360-review conducted for one of my coaching engagements was revealing for one of my clients who stagnated in her career as she approached 35. I kind of knew what her respondents would say just by my conversation with her and reviewing her activity on LinkedIn. Apart from 'Likes' and 'Thanks for sharing', 'Congratulations', 'Thank you' and

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'Nice', there wasn't much that she could interact with. Part of the 360 review from her colleagues were:

- Technically sound but that seems to be it
- Can't hold a conversation
- I'm not sure it is a lack of confidence, sheer quietness or she has nothing to say
- Nothing interesting to engage with

This client clearly was in dire need to remake herself in order to avoid derailment and make progress; she didn't have her fan base.

Maybe you have never thought of it this way...'having a fan-base'. Perhaps it is something to chew over and start building and refining, and reinforcing upon.

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