

A Technologist's Guide To Performing & Surviving In The New World

Parrotology:

Stop Being A Commodity
& Become Irreplaceable
(Assessment)



By Pat Ferdinandi,
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(with valuable insight and inspiration from Scarlet Ferdinandi)

Parrotology

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The New
World

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Squawkable

Parrots squawk to greet the morning sun or to say goodnight at sundown. Parrots squawk to each other and other species. Parrots squawk when they are happy. Parrots screech to alarm of danger. Parrots screech in dismay of something another parrot or species does.

Business people do the same...they squawk good things...they screech when things aren't ok. A Technologists goal is to become **squawkable** by the business community. To be **squawkable**, a technologist needs:

- To be someone of value to those around **you**.
- To be a trusted advisor to powerful individuals.
- To be a linchpin between different perceived groups facilitating positive action.
- To be creative, inspiring, and proactive in accomplishing great things.
 - To take personal pride in achieving something greater than oneself.
 - To personally connect with individuals and groups that do not think or act like you.
 - To become indispensable to all of your communities.
 - To be someone others go out of their way to spread good words about **you**.

You may be squawked about within your own technology team and with other technologists. In today's economic environment, you need to be squawked about by the business species! Find out how to be squawked about by the business flock.

Parrotology Truth: Business squawks far and wide about those that provide perceived value.

Squawkable
is a play on the word
Remarkable
& adapted from the book
[Purple Cow](#)
by [Seth Godin](#).



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This book was prepared by:

Pat Ferdinandi, Chief Thought Translator / Business Architect
&
Scarlet Ferdinandi, [Solomon Island Eclectus Hen](#) /
Princess who must be obeyed

Photographer:

Pat Ferdinandi

No parrot was harmed during the writing, assembling, or making of this eBook. However, the occasional nip of the finger had to be instigated by Scarlet to get Pat to continue working and eventually finish this eBook.



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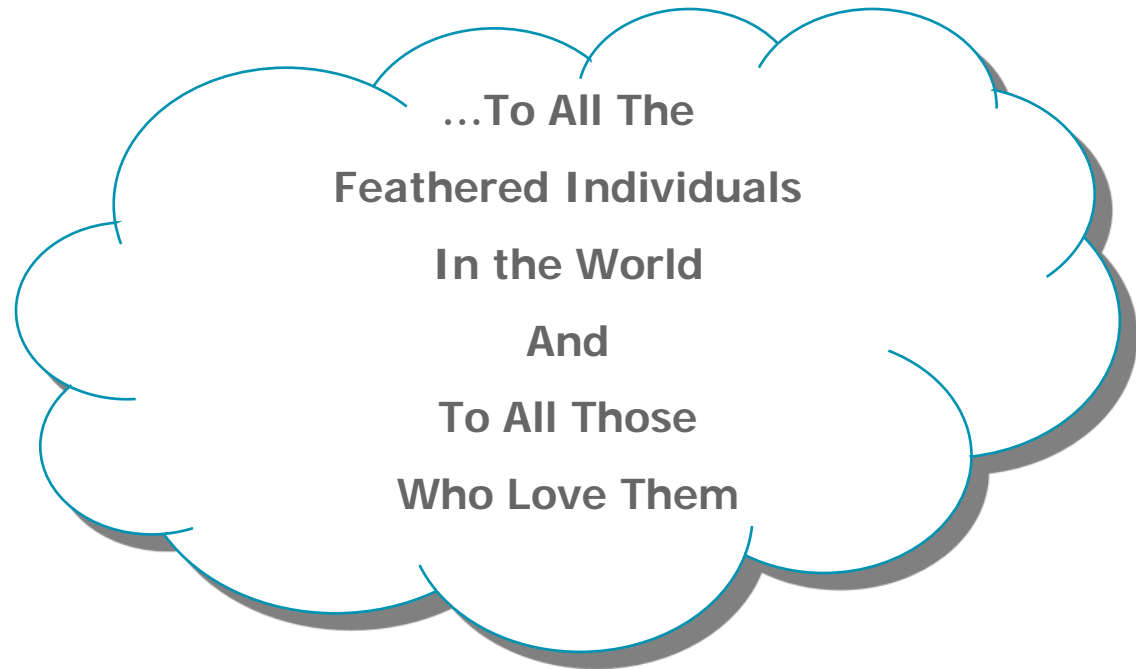
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It Doesn't Matter
if You Know About Engaging
~
Your Success Depends on
How Good You Are
at Engaging!



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The Rules Of The New Rainforest

The cultural environment pendulum has swung back from *me* to *we*. In order for *you* to succeed in *your* career and life, *you* need to form an extended flock (*aka community*) with people who do not think like *you*, act like *you*, or work like *you*.

Individual knowledge is no longer power. The ability to collectively share knowledge makes *you* the valuable participant. *You* must be able to communicate and engage members from a different community. *You* must survive in today's work climate by forming long-term relationships outside of *your* flock and comfort zone. To succeed in today's environment, *you* must engage with people using skills that may not feel natural.

This book will expand *your* current skill set to become a valued member of this new flock. Implementing these skills will promote *you* to become a valuable flock leader and open doors to more opportunities than *you* ever imagined!

Throughout this eBook, *you* will read about the new rules (*Parrotology Truths*) of the rainforest and suggested ideas (*Preening Tips*) that will help *you* become *squawkable* by the business community. Post one, two or all of them where *you* will continually be reminded to practice until each one becomes part of *you!* Keep them in *your* wallet; post them on *your* phone or mirror...anywhere to keep them in front of *your* mind!

Save a Rainforest!
View on Screen.
Selectively Print.

Preening Tip: Become squawkable by the business community.

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Business People, Parrots And Techies

While I was talking with my husband about what happened during the day with my client, I heard Scarlet chirp "Hello." I looked over and she was talking to the shrimp that she could not reach. It then dawned on me that she was trying to convey her "wants" using language she had learned as a means to communicate with my husband and me.

At that moment I realized that keeping a business person engaged in the development of any technical project, requires communicating with a different species. Neither truly understands how to talk with each other. I looked at my own career (*during good and bad economic times*) and realized that the secret to my continual success was my ability to communicate with both the business and technology community. With that ability I've been able to build long-term trusting relationships that have kept me successful.

For a year or two, as the idea for this book was percolating in the back of my mind, I began to notice other nuances with Scarlet. I noticed things about living and communicating with a parrot that applied to the communication between technicians and the business community.

Why a parrot and not a dog or cat? Because parrots learn how to get their needs met by using human speech...the same way business users try to get their needs met and try to use (*incorrectly most of the time*) techie speak.

The process of bridging the communication gap between business and technologists can be improved. Once the technology community learns some basic techniques, a business person's attempt will open a door to exciting opportunities.

Preening Tip: Learn to communicate
WITH people not like you.



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Imagine Your Success

Imagine getting a phone call from the Senior Vice President of Marketing.

"Hi, Joe."

"Hi, Wyn. How are you doing?"

"I'm fine. Listen, I'm about to pitch to the Executive Committee my social media strategy. I really would appreciate it if you would take a look at my pitch and add a comment or two about the technology part of it. Could you stop by sometime today?"

Imagine getting a call from your third level manager.

"Hi, Joe."

"Hi, Sultan. How are you doing?"

"Fine. I just got a call from the SVP of Operations. He wants to go ahead on this major warehousing application using the latest technology. He specifically asked for you. Would you mind transferring to this other group and leading the technology effort?"

Imagine getting a call from the number one sales person for the organization who left for another opportunity.

"Hi, Joe."

"Hi, Christina. How are you doing?"

"GREAT! The job I have at this new company is really exciting. Hey, they are looking for someone to lead the technical group. Would you like me to hand submit your resume?"

This is ALL possible...if, and **only** if, you obey the rules of the new rainforest.

Parrotology Truth: It's about connecting with people
NOT like you through perceived value.

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Rate Your Skills

Before we begin, how would you rate your current technology-focused skill set? Are you the BEST in the world at what you do and know? Not the best in your team. Not the best in your company. Not the best in the business industry. We are talking about being the best in the world! Be honest. No one is going to see this but you. This is NOT the time to be delusional. This is the time to be realistic. Your future wealth is dependant upon the truth.

On a scale of 1 to 5 (*5 being the best*), record your opinion of your technical skills and degree of process knowledge by completing the chart below.

	<i>Scale of 1 – 5 (5 being the best)</i>
Technical Skills	
Process (Best Practice) Knowledge	

Preening Tip: Always know where you are.

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A History Lesson

Thirty years ago, you could get by with your basic technical knowledge. If you knew the latest technology, you were rewarded very nicely. The better you were in the latest technology, the better the pay and projects.

Fifteen years ago, if you had the technical knowledge *and* a good understanding of the best practices (*aka process*) knowledge, you were rewarded very nicely. Being great at both gave you great pay and great projects.

Then came outsourcing and the global reach of the Internet. An abundance of skilled IT workers with the right technological knowledge and access to the written and easy-to-follow best practices made your skills commonplace. Because you didn't have the third and most important skill, the business community viewed you as a commodity. *Once a commodity...cheap wins!* Your value decreased...along with your paycheck and opportunity to participate on exciting and challenging projects.



Parrotology Truth: The survival rules have changed and no one told you.

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You're A Commodity When...

- You have little or no relationship with the business community.
- You pride yourself solely on your technical talents and process knowledge.
- You care more about specific technologies than business results.
- You believe they don't pay you enough to do anything outside of your technical abilities.
- You think in terms of **you** and not **them**.
- You view the IT/Business relationship as **us** versus **them**.
- You are paid for just showing up.
- You do what you are told...need a rulebook...need to be measured.

If all you can do is the task and you're not in a league of your own at doing that task, you are a commodity! A person at risk of your management looking around for someone that can do the same task cheaper. Your value, if you aren't the best at that task, has decreased and will keep on decreasing with each passing day. The business is **NOT** loyal to commodities.

Parrotology Truth : Business people crave the connection...
to be understood...
to be heard...
to be helped.

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Business Expectations

You have been taught (*ok, brainwashed*) into being a commodity...fitting in, following instructions, not rock the boat and exchanging a day's work for a day's pay. That is why you are watching your value decrease.

To increase compensation now is to become indispensable by the business community. That can only be accomplished when you **EXCEED** expectations. Merely meeting expectations results in becoming a commodity. The problem with meeting expectations is that the business community doesn't squawk about it. To make matters worse most technologists can't specify what would **meet**, let alone **exceed** expectations.

In business terminology... business expects you to **HELP** them:

1. Exceed their corporate goals
2. Exceed their manager's goals
3. Exceed their personal goals
4. Make life easier...not complicated



Parrotology Truth: You are on the commodity freeway to cheap!

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Accept The Real Hierarchy

Here's the poop...Information Technology is a cost center.

Yes, technology can be:

- A cost savings
- A revenue generator
- A time saver
- A process facilitator

BUT...Information Technology will **ALWAYS** be viewed as a cost center to the business.



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Create YOUR Perspective

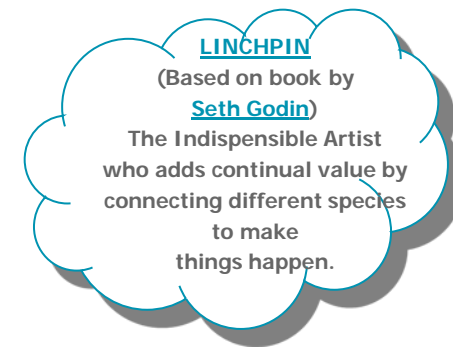
The world has changed and no one has shed enough light for you to see, understand and make changes that directly impact **YOU**. That is, until now.

If value is created by what **YOU** choose to do, then it's up to **YOU** to make the effort to improve the business relationship **YOU** have.

To become indispensable to the business community involves doing difficult work. The act of bringing **YOUR** whole personal self (*intellectual and emotional*) to the purpose of engaging those not like you. You just don't know how to go from **me** to **we**.

YOUR personality and attitude are more important than you realize. The real work is the indispensable work of connecting both intellectually and emotionally with the business species. **YOU** can be the differentiator. **YOU** can be the one successful person that bridges the different communities. To be the [linchpin](#).

It's up to YOU!



Preening Tip: Build a trusting relationship...
one person at a time...
one interaction at a time.

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Excuses Don't Fly

You are your own worst enemy. You go right to an excuse before you think and absorb something that doesn't fit within the framework of what everyone else is doing or within your comfort zone. This could be a self-confidence issue. This could be a fear of failure. It could be because you were taught to fit in and be like everyone else. It doesn't matter because the outcome is the same...you don't take the challenge to become a success!

Here are the excuses I hear most often:

I don't live near the business community to see them in person.	<p>Emotional connection doesn't necessitate being next to someone. Emotional connection requires getting to know him or her on a personal level:</p> <ul style="list-style-type: none"> • Start every conversation by asking about his or her family. • Set up a video conference so you can see one another. • Send articles on his or her hobby.
My job doesn't interface with the business community.	<p>Introduce yourself in a curious manner:</p> <ul style="list-style-type: none"> • Email/call to find out more about the business unit so you can do your job better and serve the business community better. • Sit at a different lunch table, one that contains business people. • Attend a business networking event.
I'm shy, his or her language is my second language.	<p>Your responsibility is to listen, not speak:</p> <ul style="list-style-type: none"> • Make a list of what you are good and comfortable doing. Generalize it and you'll start to see other areas in which you can help. • Listen for something you do know about and where you can help. Your shyness or accent won't matter to them if you can add value. • Listen for common areas in which the business needs assistance. Learn that missing skill or find someone you can introduce to the business person that has the skill.
Business user doesn't want to take my calls or meet with me.	<p>You need to make sure to add value...their perceived value...for the next several interactions:</p> <ul style="list-style-type: none"> • Have articles ready. • Find customers for him or her. • Introduce him or her to someone who can help them.



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Number One Excuse

Soft skills don't enhance my resume.

Think again!



If you become
valuable to the
Business Community,
word of mouth
WILL BE YOUR
new resume!

Preening Tip: Stop the excuses and take a chance...
on success!

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Where You Think You Are

You have been traveling blind through the natural habitat of the business community. Sure, you may think just because you are the best in a specific technical skill...that you are appreciated. The truth is: the business community doesn't trust you. Your internal customer works with you because he or she sees no other way.

Save A Rainforest!
Print only
what you need on
Recycled Paper

Why...because you do not add the type of value he or she can depend on regularly. The relationship you have formed is as short-lived as a bridge made out of twigs. You are project- or job-focused and not relationship focused! You've remained within your own techie flock avoiding any apparent risk to venture out of your existing forest.

What do you think is your number one skill to increase opportunities?

- It's not your process knowledge
- It's not technological knowledge
- It's not even your relationship with other technicians

Your success is based upon your ability to engage the business community in a long-term, trusting relationship. This is the reality of the new rainforest landscape. It is the strength of your relationship with the business flock that will present more opportunities to work for the best, with the best, and achieve the best. It is the business user perceived value in you that will keep you employed, challenged, and inspired.

To begin your journey, you will need a flight plan. To make a flight plan, you need a map. A map that identifies where you are today. Not where you think you are but where you actually are perched.

Let's see how good is your compass. On a scale of 1 to 5 (five being the best), how strong are your relationship-building skills with people within your business community?

Write on the line where you think you are perched: _____.

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Let's Be Specific

Engaging (*relationship-building skills*) can be evaluated and strengthened in five categories...

- Attitude (*the core of your ability to engage*)
- Communication (*the distribution of your efforts*)
- Focus (*the direction of your efforts*)
- Value (*what you provide others*)
- Work Style (*the discipline of your efforts*)

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All five are interrelated. Excelling at one or two is not sufficient. Success occurs when you excel at each one of the areas individually and use the skills for each to strengthen the whole Engaging self.

Let's see how good is your compass for each specific area. On a scale of 1 to 5 (five being the best), how strong are your relationship-building skills with people within your business community?

		<i>Self Evaluation</i>
Attitude	Your feelings towards the business community.	
Communication	Your effectiveness in communicating with the business community.	
Focus	Your priority for engaging with the business community.	
Value	The type of value you provide the business community.	
Work Style	Your daily activities to engage the business community.	
<i>Sum Total / 5</i> <i>Does it match your score on the previous page?</i>		

Let's find out if you're right...

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How Engaging Are You (*Attitude*)

Use the following key to answer the attitude-related questions.

Remember, you are only fooling yourself if you misrepresent yourself.

Key:

1 = Never ~ 2 = Rarely ~ 3 = Sometimes ~ 4 = Frequently ~ 5 = Always

Questionnaire is
adapted from the book
[YES!Attitude](#)
by [Jeffrey Gitomer](#)

		Circle One				
1a.	I pay for my own career-related training.	1	2	3	4	5
2a.	I take the blame when something goes wrong (<i>even if it was a business contact or colleague error</i>).	1	2	3	4	5
3a.	I greet every business contact with a genuine smile and, if in person, a handshake.	1	2	3	4	5
4a.	I tell the business contact in terms of what <i>can be</i> done, not what <i>can't be</i> done.	1	2	3	4	5
5a.	I thank all business contacts, in writing, for his/her participation throughout the project.	1	2	3	4	5
6a.	I make an effort to become friends with every business contact.	1	2	3	4	5
7a.	I can name 5 business contacts I consider to be trusted advisors.	1	2	3	4	5
Sum Circled						

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How Engaging Are You *(Calculate Attitude)*

1. Record your count of: 1's, 2's, 3's, 4's, and 5's.
2. Multiply across each row to determine your current score: $1 \times \# = ?$
3. Total the score column.
4. Record the total score on page 29.

Circled		Your Count		Score
1	X		=	
2	X		=	
3	X		=	
4	X		=	
5	X		=	
Attitude Sum Score				

That wasn't so bad...let's answer the rest of the questions.



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How Engaging Are You (*Communication*)

Use the following key to answer the communication-related questions.

You'll only know how far you've grown when you know where you started.

Key:

1 = Never ~ 2 = Rarely ~ 3 = Sometimes ~ 4 = Frequently ~ 5 = Always

		<i>Circle One</i>				
1c.	I allow others to finish speaking before I provide a response.	1	2	3	4	5
2c.	When expressing my point of view or thoughts, I avoid using phrases similar to: you should, yes...but; trust me; I believe; however; you better; I think; although; IMHO	1	2	3	4	5
3c.	I seek to talk (<i>in person or by phone</i>) to someone over texting, IM, or eMailing.	1	2	3	4	5
4c.	I am comfortable presenting to executives.	1	2	3	4	5
5c.	I often share personal stories that relate to something I have in common with the business contact.	1	2	3	4	5
6c.	I explain delays and complications only in terms of how the matter is being corrected and resolved.	1	2	3	4	5
7c.	After the project is over, I call a business contact at least once every two months to keep in touch.	1	2	3	4	5
8c.	I check with the business community during network or production outages to see how I can help.	1	2	3	4	5
9c.	I provide regular progress reports to the business community in terms of their business goals.	1	2	3	4	5
10c.	I describe architectural models to my business contact using business scenarios.	1	2	3	4	5
		<i>Totaled Circled</i>				

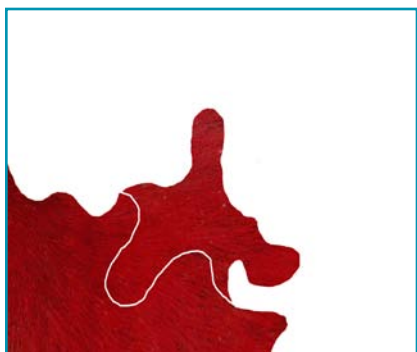
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How Engaging Are You *(Calculate Communication)*

1. Record your count of: 1's, 2's, 3's, 4's, and 5's.
2. Multiply across each row to determine your current score: $1 \times \# = ?$
3. Total the score column.
4. Record the total score on page 29.

<i>Circled</i>		<i>Your Count</i>		<i>Score</i>
1	X		=	
2	X		=	
3	X		=	
4	X		=	
5	X		=	
<i>Communication Sum Score</i>				

Two of five done...keep going!



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How Engaging Are You *(Focus)*

Use the following key to answer the focus-related questions.
You'll soon realize that value of refocusing your attention.

Key:

1 = Never ~ 2 = Rarely ~ 3 = Sometimes ~ 4 = Frequently ~ 5 = Always

		<i>Circle One</i>				
1f.	I ask questions to learn and understand, not to show off what I already know.	1	2	3	4	5
2f.	I keep information about others confidential <i>(even if it is not expressly stated)</i> .	1	2	3	4	5
3f.	I leave my business knowledge at the door when talking with any business person.	1	2	3	4	5
4f.	I know basic personal information about each business contact. Examples include: number of children and ages, college alma mater, favorite sports team, pets and hobbies, favorite food, last job success.	1	2	3	4	5
5f.	I attend outside business events with my business contact.	1	2	3	4	5
6f.	I provide well thought-out meeting minutes to the business contact using non-technical terminology.	1	2	3	4	5
7f.	I make technical decisions based upon the business user's needs over my technical desire to try something new.	1	2	3	4	5
<i>Totaled Circled</i>						

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How Engaging Are You *(Calculate Focus)*

1. Record your count of: 1's, 2's, 3's, 4's, and 5's.
2. Multiply across each row to determine your current score: $1 \times \# = ?$
3. Total the score column.
4. Record the total score on page 29.

<i>Circled</i>		<i>Your Count</i>		<i>Score</i>
1	X		=	
2	X		=	
3	X		=	
4	X		=	
5	X		=	
<i>Focus Sum Score</i>				

Almost done...just 2 more area to assess.



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How Engaging Are You (*Value*)

Use the following key to answer the value-related questions.
You'll uncover your real value to the business community.

Key:

1 = Never ~ 2 = Rarely ~ 3 = Sometimes ~ 4 = Frequently ~ 5 = Always

		<i>Circle One</i>				
1v.	Colleagues seek my advice at least 3x a week.	1	2	3	4	5
2v.	Colleagues offer to help me without my asking for their help.	1	2	3	4	5
3v.	I come up with 10 or more thought-provoking questions to ask the business contact that make him or her think differently and provide additional unknown nuances about the business.	1	2	3	4	5
4v.	My business contact trusts my judgment implicitly.	1	2	3	4	5
5v.	I look for ways to help each business contact achieve his/her next career goal.	1	2	3	4	5
6v.	Without any initiation on my part, I receive regular positive feedback from the business community.	1	2	3	4	5
7v.	I'm asked by the business community to participate in strategic planning of new high-profiled projects.	1	2	3	4	5
8v.	I provide value to the business contact that he or she perceives as important.	1	2	3	4	5
		<i>Totaled Circled</i>				

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How Engaging Are You (*Calculate Value*)

1. Record your count of: 1's, 2's, 3's, 4's, and 5's.
2. Multiply across each row to determine your current score: $1 \times \# = ?$
3. Total the score column.
4. Record the total score on page 29.

<i>Circled</i>		<i>Your Count</i>		<i>Score</i>
1	X		=	
2	X		=	
3	X		=	
4	X		=	
5	X		=	
<i>Value Sum Score</i>				



You're on the last lap...
you can see the finish line...
just one more set of questions.

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How Engaging Are You *(Work Style)*

Use the following key to answer the value-related questions.
You'll uncover your real value to the business community.

Key:

1 = Never ~ 2 = Rarely ~ 3 = Sometimes ~ 4 = Frequently ~ 5 = Always

		<i>Circle One</i>				
1w.	For ½ hour every day, I read personal development books, articles, eZines, and blogs that focus on character building skills (<i>attitude, trust building, verbal communication</i>).	1	2	3	4	5
2w.	I watch less than 12 hours of TV a week (<i>including watching videos (news/youtube) and game playing on the TV, Wii, xBox or PC</i>).	1	2	3	4	5
3w.	I ask myself " <i>How Good Am I At Something</i> " when reading or listening to a topic I have knowledge about	1	2	3	4	5
4w.	I Google my business contacts before meeting them.	1	2	3	4	5
5w.	I return a business contact's call and eMail within 15 minutes of seeing it (<i>even if I do not have an answer yet</i>).	1	2	3	4	5
6w.	I send a colleague "thank you" eMails (<i>copy their management</i>) even when the task is part of his/her job.	1	2	3	4	5
7w.	I have lunch with a business contact at least once a week.	1	2	3	4	5
8w.	I call the business contact <i>before</i> sending him/her an important eMail that affects him/her.	1	2	3	4	5
<i>Totaled Circled</i>						

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How Engaging Are You *(Calculate Work Style)*

1. Record your count of: 1's, 2's, 3's, 4's, and 5's.
2. Multiply across each row to determine your current score: $1 \times \# = ?$
3. Total the score column.
4. Record the total score on page 29.

<i>Circled</i>		<i>Your Count</i>		<i>Score</i>
1	X		=	
2	X		=	
3	X		=	
4	X		=	
5	X		=	
<i>Work Style Sum Score</i>				

Ready to calculate your full engaging score?



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Calculate Your Personal Score

1. Record your count score from each of the key areas of Engaging.
2. Record your initial estimate from page 18.
3. See any difference between your actual score and your initial estimate?
4. Sum your total Engaging score.

	<i>Result from Page</i>	<i>Your Score</i>	<i>Your Initial Estimate</i>
Attitude	20		
Communication	22		
Focus	24		
Value	26		
Work Style	28		
<i>Your Total Score</i>			

Ready to see how engaging you are?

Technologist's
Guide To
Performing &
Surviving in
The New
World

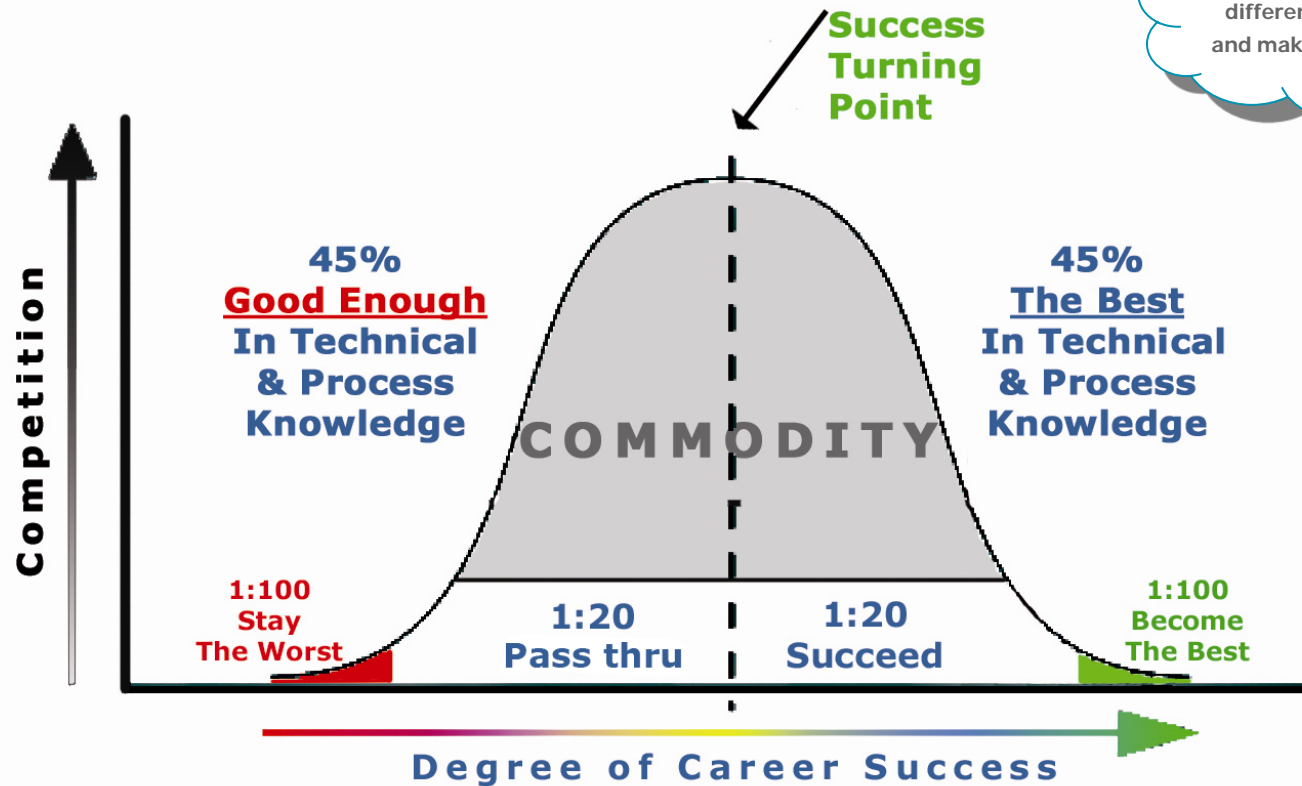
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<i>Your Original Idea</i>	<i>Your Actual Score</i>	<i>Your Actual Results</i>
5	185 – 200	You're extremely valuable to the business community. Business will continue to seek you out for great assignments. Management will select you to be an integral part of the flock.
4	160 – 184	The business community sees potential in you. You've got a good understanding of what it takes to engage the business community. You understand and are working on areas to keep learning, thinking, and developing.
3	100 – 159	You're in the club where people think they have a good relationship with the business community. The business may know you but good assignments will go to those with higher scores. You need to open your eyes and learn more skills that will help you and your career.
2	60 – 99	Business people probably view you as arrogant. You are limited in your ability to move the business (<i>and your career</i>) forward. You need to change your work and personal habits as part of your skill building. Don't panic. Help is available.
1	34 – 59	Time to wake up and smell the coffee. The business community sees little value in your services. They use you only because they have to. If you don't change your ways soon, your job will be outsourced. They are looking for a replacement! Technical and process skills are available anywhere...globally.



Now, let's get to work & develop your own map to success...

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[Earl Nightingale](#) in his famous motivational speech, [The Strangest Secret](#), talks about success and those that achieve it. He points out that everyone starts his or her career wanting to be a big success. Forty years later, one in 20 are successful...can retire comfortably. One in one hundred are wealthy. Based upon my own experience, the same correlation applies. Those that have even a little relationship building skills (*along with their technical skills and process knowledge*) can be successful. Those that have mastered all three (*and you'll soon discover in this eBook...with more concentration on relationship building*) can retire wealthy.

Preening Tip: How close are YOU to being 1:100 best?

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Rate Your Skills

Let's build the first table that rated your skills. Remember, this is for your eyes only.

*The success formula = (your 1:5 score * Percentage Towards Success) / 5*



	<i>Scale of 1 – 5 (5 being the best)</i>	<i>Percentage Towards Success</i>	<i>Your score * Percentage = Your Curve Position</i>
Technical Skills		30	
Process (Best Practice) Knowledge		20	
ACTUAL Engaging Skills Score		50	
Divide by 5			
Current Chance At Success			

Yes, **50%** for relationship-building skills. Technology and process knowledge is more readily available in today's global economy. Rules are available to everyone that has access to the Internet!

Parrotology Truth: Once you know where you are...
once you decide to reach for the sky...
opportunities for success begin to appear.

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You Are Here

Everyone is surprised at his or her standing. Only about 5 out of 100 are willing to make the journey. Only 1 in 100 make the persistent effort to build successful relationships with the business community. It is that 1% that will receive the rewards that come with the new mindset. It is that 1% that has the unfair advantage over everyone else. It is that 1% that is no longer a commodity but a trusted advisor.

Will *you* be that 1%?

You now have the coordinates for where you are today. *Your* destination is to become *squawkable* by the business community...a valuable asset that initiates business people to think of *you* first for opportunities and remark about *your* attitude, skills, and value to their success.

Go back to the questionnaire. Circle the question number for each question that you scored a one, two, or three. These are indicators that point to *your* growth needs. Use the table below to chart *your* personal flight path through the forest. After your first reading of the entire book, come back to this page and focus on the tips where your skills are the weakest.

<i>Survival Skill</i>	<i>Your Count</i>
Attitude	
Communication	
Focus	
Value	
Work Style	

Don't let your high count correlation of a specific survival skill give you a false understanding of importance. Each survival skill is interconnected. It takes *your* ability to excel in all areas to have the most impact on *your* life and success.



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The Hard Work

It's unprofitable to establish a career strategy around the idea of doing what the best practices and job description specifies. If all you can do is follow instruction, you are a cog in the corporate machine (*a commodity*) and you are replaceable by someone that will do it cheaper. When you're **not** a cog in a machine, you'll get paid what you're worth...which is more. When the business people have the choice between faceless options, they pick the cheapest, fastest, most direct option. If the business people know you as a trusted advisor (*even through virtual connections*), they will fight to keep you and offer you the best projects.

You're not faceless if you provide continual value in a friendly manner to each business person with every interaction. It's the art and the insight and the bravery of value creation that makes you a trusted advisor... and you are rewarded. Today, if all you have to offer is that you know a lot of reference book information, you lose because the Internet knows more than you do. Emotional labor is what you get paid to do, and one of the most difficult types of emotional labor is staring into the forest and creating your own path.

Those that can bring humanity and flexibility to their interactions with other human beings not like them will thrive. It takes engaging skills to become the go-to person that makes things happen between different flocks. Engaging skills takes time to build because it takes significant emotional labor...which is hard work. Every interaction you have with a coworker, customer or business person is an opportunity to practice the art of interaction.

- How often do you practice?
- Do you know what to practice?

The best salespeople and executives know that it's the relationship that makes things happen...do you?

Parrotology Truth: Every interaction you have with someone not like you is an opportunity to practice the art of engaging.

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Truths & Tips Reminder *(Assessment)*

Many of these truths and tips are lessons you've learned at some point in your life. You may apply them to your daily actions or you may have forgotten about them. Neither of that matters. What matters is how good are you at recognizing the business **(Parrotology)** truths and using the **(Preening)** tips to help you connect and build lasting relationships with the business community.

Parrotology Truths:

- Business squawks far & wide about those that provide perceived value.
- It's about connecting with people **NOT** like you through perceived value.
- The survival rules have changed and no one told you.
- Business people crave the connections...to be understood...to be heard...to be helped.
- You are on the commodity freeway to cheap.
- Once you know where you are....once you decide to reach for the sky...opportunities for success begin to appear.
- Every interaction you have with someone not like you is an opportunity to practice the art of engaging.

Preening Tips:

- Become squawkable by the business community.
- Learn to communicate **WITH** people not like you.
- Always know where you are.
- Building a trusting relationship...one person at a time...one interaction at a time.
- Stop the excuses and take a chance!
- How close are **YOU** to being 1:100 best?



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Stretch Your Wings

If you're not engaging, following up, and staying in touch with everyone in your business community on a regular and consistent basis, you will be outsourced by someone who does. Your survival in this new environment is based upon your ability to become someone the business community recognizes, trusts, and squawks about to those in power. Unless you begin to consistently improve the condition of more individual business people, the greater the chance you will be dispensed for cheaper labor.

Stretch your flying muscles by improving **your:**

ATTITUDE

The core to your success.
Being able to create
relationships with the
business species and making
a real difference is based
upon the core of you!

COMMUNICATION

Understanding the
language of other
species and how to
change so the species
interprets your worth!

FOCUS

Adjusting your
priorities and
approach to build
connections with the
business species!

VALUE

Growing the
dependence the
business community
wants to have on
you.

WORK STYLE

Knowing how to
effectively use your
intelligence and energy
to affect a change in
you that the business
community sees and
squawks about.

FIELD RESEARCH

Develop your own flight
plan. Learn where to get
inspiration and food to
continue your
successful flight.



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Are You Ready to Explore the New Rainforest?

This is the end of the **FREE** flight. The only purpose of starting is to finish... make a difference in your life by making a difference in those that matter most...the business community. Are you ready to learn more? Are you ready to explore new ways to enhance your career and life with engaging ways to become an indispensable individual?

If you got one recipe,
buying the cookbook
was worth it.
~ Aunt Edna

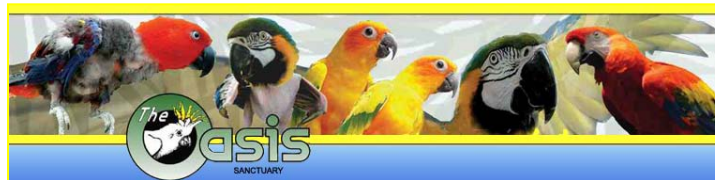
If so... purchase the rest of this eBook through [Paypal](#). The entire eBook will be eMailed to you shortly. Then forward this free portion of **Parrotology** to a colleague to begin your journey of adding value and becoming an indispensable trusted advisor...one person...one interaction at a time.

If not... use this free portion as an experiment. Forward this free portion of **Parrotology** to a colleague. Watch how he or she changes and enhance himself or herself over the next 3, 6, 9, 12 months. See the difference it makes in his or her life. See if you wind up reporting to him or her. It's up to you. You choose to be a follower or a leader. You decide to be a commodity or a valued resource.

If you found **anything** of value thus far, thank a parrot. It is parrot's beauty, curiosity, and efforts to communicate with the human species that sparked the idea for this eBook. Thank them by donating a little to help them thrive. Click on the logo for the parrot organization of your choice to make your donation.



AlexFoundation.org



The-Oasis.org



Parrots socialize with other flocks and
Work with other species
For the purpose of growing
The environmental community.

WORK WITH THOSE NOT LIKE YOU

Business people socialize with their own kind and
Work with others not like them
For the purpose of growing
The community of the company.

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How This Story Hatched

On June 7, 2007, I was dragged to a half day Sales Training seminar by my life-long friend.

"Sue, why do I need to go to a Sales class?"

"Oh, [Jeff Gitomer](#) talks about so much more than sales. He talks about service, relationships, and attitude."

She was right. [Jeffrey](#) was a dynamic, inspiring speaker with these two trademarked expressions:

1. *All things equal, people want to do business with their friend...All things not equal, people still want to do business with their friends.*
2. *Satisfaction is worthless...Loyalty is priceless.*

The next day, a client was desperately trying to explain what he wanted, using language he thought the geeks would understand because he heard them using terms such as, "Cloud Computing". They were used incorrectly. Both the technician and the business user became extremely frustrated because neither could convey the important information that needed to be understood by the other. Like two ships passing in the night, the business executive couldn't explain what he wanted and the technician couldn't explain what he needed.

The actual book did not begin to formulate until I read [Seth Godin's](#) post on [eBooks](#). This sparked a curiosity to try this new challenging (*for me*) format. After reading [Seth Godin's Vook](#) on "*Unleashing the Super Idea Virus*"...I knew I had to stretch my wings and challenge myself to create my own (*while having some fun*). This eBook was a BIG risk...and well worth a try...because I was willing to be wrong.

**Are you willing to take a chance, learn something new,
give it a try...and soar?**

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Squawkin' About Us...

You couldn't get a pair so diverse as a human caretaker and a parrot. Yet, it is amazing how often we are able to communicate to stimulate a specific action. What is amazing (*even scary*), is how two different species can actually communicate with each other effectively. We have developed a bond...a trusting relationship...that will bring enjoyment to both our lives for decades.

About Pat



About Scarlet

I'm Scarlet... the bird...
I squawk about life...
And give my caretakers strife...
Lets chat about ideas and give me a hint...
What's happenin' in your world...
And I'm givin' you the word...



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Pat's Story

Well, Mark Twain squawked it best:

*She was not quite what you would call refined.
She was not quite what you would call unrefined.
She was the kind of person that keeps a parrot.*

~ *Following the Equator; Pudd'nhead Wilson's New Calendar*

I call myself a *Chief Thought Translator*. By the technical community, I'm referred to as a Business Architect...someone that helps business executives: define, articulate, and initiate a change in their business model to create profitable opportunities. I lead technologists with a blueprint and plan to building flexible solutions to enable profit-making opportunities.

All my successes can be attributed to effectively communicating between the business community and information technologists. I speak both languages. I've always been able to understand what the business wants, documenting it in a flexible architecture so that the hard-core techies could build it.



Scarlet came into my life about a decade ago. It was a long learning curve. My initial shock was when I first heard her call me by saying, "Peek A Boo!" Because I reacted positively, she has made that her calling card to get my attention (*which is often*). Since then, she has learned many words and uses them to get a specific reaction (*usually to have her wants satisfied*).

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Scarlet's Story

I am a Solomon Island Eclectus Hen, hatched in Florida, March 9, 1999. I was flown to a staging area in Montclair, NJ where I met my human caretaker, Pat. About 3 months after hatching, I came to my new home and started to take over the place.

All parrots are beautiful, but I'm GORGEOUS! Red head, royal blue body and maroon wings. I have a striking blue eye ring that catches everyone by surprise. I weigh about 440 grams and am about one foot tall. I will live **and rule** for about 80 years. I can talk, but I'm usually too curious as to what is going on to talk in public. I **never** talk on demand. I only speak when I want something **NOW!**

In the beginning, my caretaker just didn't get that I'm the Princess. I have demands that have to be met. I must be obeyed. Therefore, I had to learn the ways and language of the human caretaker to convey my desire. I may not use the right words all the time, but my actions are consistent. Finally, after about ten years (and the occasional nip of the finger), I'm able to give proper direction. Now, who is the smarter one?

For example, my caretaker tried to "teach" me to do a trick. Pat showed me a piece of cheese and then clicked this annoying hand-held device. I looked at her, the cheese, and the clicker. I looked at her, the clicker, and the cheese. All the time, my eyes and mind were concentrating on what this human caretaker was trying to do. What the heck does the cheese have to do with the clicker! Finally, I then grabbed the cheese and flew back to my resting post.

About 3 months later, I couldn't get through that I wanted a piece of cheese. I walked over to where I saw my caretaker put that annoying clicker thing. I picked it up with my toes and tried and tried to make that thing click. Out of frustration, I threw the clicker to the floor and started to squawk.

Well, my human caretaker finally got the hint. Pat walked over to the refrigerator, took out a piece of cheese and finally gave me what I wanted! Now I ask you...who trained who?



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Giving Credit Where Credit Is Due

No project is done in isolation. It takes a group of special people and parrots to inspire, critique, and suggest things that bring the entire project together. This project is no exception. For that reason, I would like to thank with all my heart and soul the following members of the Parrotology flock.

- My wonderful husband, Giuseppe, who is Scarlet's favorite caretaker.
- My sister, Karen Smith, who corrects my bad grammar on so many of my word-works (*don't blame her for what Pat forgot to correct*). And when she gets stuck...off to my mother, Louise Smith, who (@ 92) proves every day that age has nothing to do with what your mind can conceive.
- Scarlet and her equally radiant feathered friends that posed for these beautiful photographs. Most of the photographs have been donated for use by [Scarlet's Feathers](#), a stationery company with companion parrot attitude. The few exceptions include:
 - The Oasis Bird Sanctuary (*Wild Eyed Blue & Gold Macaw*) [the-oasis.org](#).
 - The Alex Foundation (*African Grey with Blocks*) [alexfoundation.org](#).
 - Avian Fashions (*Conure in Tuxedo*) [birddiaper.com](#).
 - Super Hero Cards (*Pat's Business Card*): [superherocards.com](#).
 - Caryl Felicetta (*Golden Labrador*).
 - Susan Weber (*Congo African Grey & Cockatiel Keys/Money*).
 - Free photos (*with source mentioned*) found via Google Image search.
- Colleagues that are also GREAT storytellers with great insight: Laura Brandenburg, Alex S Brown, Caryl Felicetta, Issak Gelbinovich, Tracy Glock, Doug Goldberg, Tom Graves, Donna Hook, Lynette Lager, Peter Lipa & Sue Pirog.
- Fellow Trilibers (*Seth Godin's private social network*) for tweaking the tweets in this book & helping to make this squawkable.
- My Heroes & Mentors: [Jeffrey Gitomer](#), [Seth Godin](#), [Patricia Fripp](#), & [Alan Weiss](#).
- ***And to all readers...may each idea help you to soar!***



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When You Need Help

Scarlet is extremely busy keeping her nest in order. She is unavailable for visits, consultation and training. She has her feet full managing the SBDi household. Scarlet has educated her human, Pat Ferdinandi, to pass on the valuable information to Technologists on Attitude, Communication, Focus, Value, and Work Style. Contact Pat Ferdinandi to assist you via:

- Articles for: Blogs, Newsletters, Magazines,
- Speaking: Keynote and Breakout Presentations
- Individual Mentoring and Project Coaching
- Customized Corporate Training

Scarlet vagues for Pat's ability to communicate effectively with those not like her with a touch of realism and levity. Business clients engage her for one of three reasons:

- Market share challenges from competitors
- How to enforce compliance with new government demands
- When you already know what to do but internal roadblocks prevent the implementation of a critical new business direction.

The purpose of everything Pat does is to assist with architecting and translating business ideas. Her goal is to lead clients to a path of greater profitability through becoming better educated and equipped to meet the relentless cycle of change in your business.

You have Scarlet's squawk & signature on this!



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The Rest of the Flock Is Leaving...

Don't be left behind. Order the next section of your engaging education. Order through [Paypal](#) (*Scarlet will be issuing the invoice*). Start with the next section or order the one in which you are weakest. To save, order the entire eBook in PDF, CD or in DVD format.

• **ATTITUDE: Get A New Attitude** \$4.00

Tips & techniques to practice daily to improve your outlook and belief in yourself.

Shop now using
PayPal

• **COMMUNICATION: How To Communicate Successfully**..... \$4.00

Tips & techniques to practice daily to help you understand and convey your bright ideas.

Shop now using
PayPal

• **FOCUS: Focusing On The Connection**..... \$4.00

Tips & techniques to help you engage and build a connection worth squawking about.

Shop now using
PayPal

• **VALUE: Growing Your Value** \$4.00

Tips & techniques to increase your worth by understanding how to provide perceived value.

Shop now using
PayPal

• **WORK STYLE: Building Your Nest Egg** \$4.00

Tips & Techniques to change your routine to be noticed by those that matter.

Shop now using
PayPal

• **FIELD RESEARH: Your Customized Flight Plan**..... \$4.00

The workbook to help you develop your own flight plan to become squawkable & successful.

Shop now using
PayPal

The Flock PDF Nest. ALL 291 pages for just \$10.00

Shop now using
PayPal

The Flock CD NestCast (fall 2010). Audio of it all for \$55.00

Shop now using
PayPal

The Flock DVD Nest (winter 2010). Audio, Video, PDF & More for \$75.00

Shop now using
PayPal

WHAT! No print version! It's our attempt to help save Scarlet's natural habitat.



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Other Flocks Singing Praises ...

Every project starts with being able to talk to people. To keep them talking (or squawking), it takes an open relationship. Pat has succeeded at this for years!

~ **Ellen D'Onofrio**

Pat cracked the nut! Relationships built by becoming a trusted advisor is the key to success.

~ **Raul Sands**

Sales and marketing techniques aren't just for business people anymore. They help build emotional relationships that last.

~ **Lawrence Dunn**

Finally, Scarlet pecked out a book that helps technologists go from commodity to squawkability! Way to go Scarlet (and Pat)

~ **Louise Dawson**

Unique approach to describing a taboo topic. Soft skills can make or break your career and are more important than your technical skills!

~ **Karen Smith**

The more techies would sing along with the business community, the more success the business would have!

~ **Michael DiGiorgio**

Techie's tend to want to jump in and just do. This book reminds them to FIRST open communication by building relationships. Great how-to that is easy to implement!

~ **Sultan Patel**

A Technologist's Guide To Performing & Surviving In The New World

Parrotology: How To Stop Being A Commodity & Become Irreplaceable

"What they don't teach you in business schools is the key to building a career in any economic climate. Pat Ferdinandi provides great truths, tips and examples to help any technologist avoid becoming a commodity and succeed!"

~ Susan Pirog

"Times have changed! Technologists are now a cheap commodity. Pat shares great stories to teach how to be noticeable, valuable, and indispensable!"

~ Joseph Micara

Thirty years ago, your technical skills were enough to earn you a great living. Twenty years ago, you needed to add process knowledge to be competitive. Today it is your ability to build relationships with people not like you that will stop being compared to other cheap labor. ***The world has changed! Have you?***

It's up to you. You can read, learn, practice, and become a well-paid trusted advisor. Pat and Scarlet provide the knowledge and tools to create your own personalized flight plan to success.

- Understanding how good you are at engaging
- Improving your core attitude
- Learning to communicate with those not like you
- Adjusting your focus to pin-point your activities
- Understanding and growing your value
- Tweaking your work style
- Customizing your growth strategy
- Where to find the BEST field research

Pat Ferdinandi is the Chief Thought Translator & Business Architect of Strategic Business Decisions, inc. For over 30 years, she has helped medium to large size clients architect ideas for revenue growth. At the core of her success is her ability to engage, inspire and motivate individuals through consulting, writing & speaking.



Scarlet is a Solomon Island Eclectus female parrot that runs the Ferdinandi household. She is a very intelligent being that has successfully learned to communicate with the human species. Her daily antics have sparked stories, ideas, and laughs. She is not a pet. She is not a companion. She is the Princess who must be obeyed!



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Parrotology: Assessment
Free
Personal Development