



It's Not Just Who You Know: Transform Your Life (and Your Organization) by Turning Colleagues and Contacts into Lasting, Genuine Relationships

Tommy Spaulding

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In *It's Not Just Who You Know*, Tommy Spaulding—the former CEO of Up With People—has written the new *How to Win Friends and Influence People* for the twenty-first century. Success—in business and in life—is all about relationships. In this powerful guide to reaching out to others, Spaulding takes Dale Carnegie's classic philosophy to the next level—how to create lasting relationships that go well beyond mere superficial contacts and “second floor” relationships.

Tommy Spaulding learned at a very young age that he was not destined to be an academic star. He may have gotten a 4.0, but only if he added his high school and college GPAs together. The reason he found academics so challenging, he discovered later, is that Tommy is dyslexic. But his dyslexia didn't hold him back—in fact, it helped him to develop the talents he did have. For Tommy is a natural leader; he realized early on that he had a unique ability to connect with others, whatever their age or background. As a teenager, he was given a copy of *How to Win Friends and Influence People* by his father, and it quickly became his bible. He became a national finalist for the DECA Entrepreneurial Business competition in high school, and ran successfully for senior class president. He went on to become the CEO of Up With People, one of the largest nonprofit international leadership organizations in the world.

At every step, Tommy learned that the secret to getting ahead was reaching out for the support and insight and influence of others. None of us achieve great success alone. We need the help of other people.

In this candid, revealing book, Tommy expands upon the principles that Dale Carnegie outlined 75 years ago, and shows us how to take them one step further to accomplish the impossible in our lives and careers. To invite others to be genuine partners in our lives and success, Tommy explains, you have to first be interested in other people. It's not just who you know, or what they can do for you, but what *you* can do for *them*. Motives matter. Establishing a deeper connection is about authenticity, not manipulation. Reciprocity, not selfishness. Every relationship is a two-way street; we never know when a chance encounter can change the direction of our life.

In the bestselling tradition of Dale Carnegie's classic, *It's Not Just Who You Know* shows how each and every one of us can use the power of *netgiving*—of helping others—to expand our world and achieve our goals, and make a difference in our job, our career, and our community.

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