

Doing What You Say by David Singer



More than 18 years ago, Dan Sullivan, founder of Strategic Coach, told me about four “Referability” habits—behaviors that help you to be referable, as in a person who

other people would recommend doing business, or anything else, with.

The four are:

- * **Show Up on Time**
- * **Do What You Say**
- * **Finish What You Start**
- * **Say Please and Thank You**

I believe in these habits, and working hard at them at all times, not just because I want to be referable, but also because I like to abide by the second and third of my Six Simple Rules for a Better Life: “Be Nice” and “Be a Leader”—these habits are most certainly elements of leadership and of being nice to others.

I want to tell you a brief story about something super nice that someone said to me recently that relates to the second referability habit: Do What You Say.

A business associate I have known for over a dozen years, a very nice man with whom I have maintained a warm, professional relationship and friendship, reached out to let me know that because his company (an engineering firm) had been purchased by another company, his position was being eliminated. He asked if we could get together for coffee to discuss and network.

We met a day or two later at a Starbucks and we brainstormed about places where I could be of help to him. When we parted, I told him some of the networking

ideas I had for him and that I would send his resume to a bunch of people I know.

Later that afternoon, I received an e-mail from him. The note contained this line: “Thanks again for your offer of help and I know if anyone will be true to the offer it is you.”

That was one of the nicest things anyone could say to me. It felt awesome to read it. To belabor the obvious, he was in essence saying, “Not everyone does what they say they are going to do. You always do. It’s been noticed, and it’s appreciated.”

As it turns out, a resume I sent to a business associate was then forwarded to a company who ultimately hired him. That’s not the point of the story, but it’s a great ending to the story.

Keeping your promises is not something that everyone does—we’ve all experienced others letting us down. That makes doing what you say even more special for all of the relationships in your life, personal and professional. Do what you say and good things will follow.

David J. Singer is the CEO of Singer Nelson Charlmers, an insurance firm for architects and engineers. He is also the author of *Six Simple Rules for a Better Life*, available on Amazon, and which you can Like on Facebook: www.facebook.com/SixSimpleRules