

I say FURK, don't work

Have you ever had so much fun at work and loved what you do so much that you were hypo excited!

It happens to me all the time. I spend most of my days furking. I assure you, there is nothing rude about furking and I think we should all be doing a lot more of it, writes Kirsty Spraggon.

The word was invented by me after I got sick of people telling me that I was 'working' all the time. I hardly ever 'work', well not in the way most people think of it.

Pressure

Generally, the word 'work' conjures up feelings of pressure, stress, discomfort and other negatives. I think, for too long now, we have been separating and compartmentalising FUn and woRK and it's time we blurred the lines a little...hence furk which blurs the lines between work and play, clients and friends, colleagues and friends and not compartmentalising them as separate categories. After all, we spend the majority of our day and lifetime at work, so we may as well make it fun!

Most of my days are spent creating, catching up and having breakfast, lunch and dinner with clients who I consider friends, many of whom have become lifetime clients that I love having in my world. This is a much more sustainable way of doing business than the traditional 'close the sale' ideology that the sales industry has been sold, where you are on the one off treadmill and constantly looking for new business. Plus, it's a much more fun way to grow a successful career or business.

A few tips to get you started with blurring the lines and transitioning business relationships from 'transactions' to real relationships. It is just like personal relationships. First, you need to spend time together and get to know each other. Simple things like having a coffee together or lunches are a great start, then consider getting closer by perhaps playing sport together, like a game of golf, squash or even going for a morning walk.

Later, you can try a weekend barbeque with both your families or doing something else that's fun. If you truly like your clients and you get to know each other, you will



both benefit by repeat and referral business that goes beyond transactions.

Furk is all about having as much fun as possible and we can't be having very much fun if we are not being ourselves. Unfortunately, most of us leave our true selves behind when we go to work. We become responsible, proper and professional, leaving our goofy, silly, fun selves at home for our family and friends to get to know before and after work hours.

Buzzword

Yet authenticity is said to be the new buzzword of the 21st century. It's about people craving something real from someone genuine. Authenticity is what they want! When it comes to relationship building one of the quickest ways for you to connect is to be you, to be real, open, honest and raw. To share something real with someone from the heart not the head which will enhance your connection and make it memorable. So open up and share part

of who you really are. We are in business for a long time so it is a lot easier to be ourselves and build relationships with people who like us and are attracted to us for who we are.

My top ways to furk not work are;

1. Go for a walk and talk; why not meet your clients for a walk, a game of tennis or golf
2. Get an iphone and Twitter and Facebook on the go.
3. Turn business meetings into coffees or lunch at a local cafe
4. Host an annual client function such as bowling, a movie night, picnic or wine tasting
5. Bored with your office? Take the laptop to the beach, a park or a cafe
6. When working from home have the music up loud and get comfy so it doesn't feel so much like work
7. Put your Top 100 client contacts into your mobile phone and when you're driving call for a chat with no other reason than just to say hi

The idea being that if you truly like your clients and you get to know each other, it won't feel like work and you will both benefit by gaining a lifetime relationship of repeat and referral business that goes beyond transactions.

Book a coffee, lunch or a walk and talk meeting with a client this week and start getting to know them on a deeper level.

Most importantly have fun and build your network and I guarantee you it will fill up your life and business with more riches than you can imagine and turn your work into furk.



- Kirsty Spraggon -

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