



PREP PACK

WORLD ECONOMIC FORUM

PREPARED BY

Joe Kwon
The Connection Counselor

AUDIO VERSION

Available at:
anchor.fm/executivepresence

3 scenarios, 3 principles

MAXIMIZING YOUR IMPACT

Dear esteemed colleague,

As you anticipate arriving in **Davos** for the **World Economic Forum**, you brace yourself for a veritable whirlwind of activity. Maybe it's your first time or maybe not, but in any case your teams have taken great pains to **prepare you**.

This prep pack is meant to **complement and enhance** the preparation you have already received with a focus on elevating your results in **3 common scenarios**:

- 1) creating connection
- 2) cultivating collaboration
- 3) discovering opportunities

In any high stakes, high performance situation, the cognitive load on your mind can be significant, so there is no complicated methodology here for you to remember - just **3 principles** to help you **maximize your impact**.

If any of these **insights** are helpful to you during your trip to Davos (or any other conference or meeting), I would **love to hear** about your experience.

As always, I appreciate all your efforts in the **diversity** and **inclusion** space.

Best regards,



Joe Kwon
The Connection Counselor





Scenario #1

CREATING CONNECTION

Whether you are meeting someone for the first time or someone you already know, quickly and reliably establishing a solid connection is the key to unlocking everything that follows.

But how do you connect when this person may not be present in your normal circles or there are many competing conversations happening all at once?

Principle #1: Always Be Curious

Whether it's a planned meeting or a serendipitous encounter, let curiosity be your guide. What are they saying, doing, or displaying that is sparking your interest? Your curiosity is a bridge that connects you to them in a natural, authentic way.

The best part is you don't need to generate curiosity - it arises naturally when you relax and take in the other person's presence. No research or memorization required, so curiosity never fails.

This leads to more meaningful conversations, stronger connections, and a brighter future together.

Scenario #2

CULTIVATING COLLABORATION



Finding ways to collaborate with others can be a delicate balancing act. Be too passive and you may miss your chance. Push too hard and you may repel those you are trying to attract.

With only a limited amount of time together, how can you more effectively find the best ways to collaborate?

Principle #2: Always Ski Downhill

Everyone you meet will have a goal they are passionate about pursuing. Start there. I call this skiing downhill. If you begin by pushing your own goals, you are skiing uphill. Aligning with where they are already headed allows collaboration to flow.

The best part is this approach opens your mind to possibilities you may not have otherwise perceived. By understanding more deeply where others want to go, you can find the best paths to travel together.

This leads to increased excitement, innovation, and better results for those you are trying to serve.

Scenario #3

DISCOVERING OPPORTUNITIES



It's almost axiomatic that many of life's best opportunities end up being those that fall right into your lap. In hindsight you realize you could not have even imagined them before they presented themselves.

When meeting all manner of influential people, how can you increase your chances of discovering more opportunities?

Principle #3: North Star Navigation

In most cases, strict agendas can be too limiting. They create blind spots that obscure unforeseen opportunities sitting in plain view. To illuminate the best opportunities you need a clear and steady focus on the purpose you are serving. I call this North Star Navigation.

When your mind is focused on what matters most, the right opportunities will jump out at you. A minor detail that might otherwise go unnoticed will be seen for the gold it contains.

This leads to creativity, growth, and organic opportunities that benefit everyone involved.

5 FACTS ABOUT DAVOS



THE **1ST ANNUAL MEETING** WAS HELD IN **1971**, WITH **444** PARTICIPANTS. IT LASTED **2 WEEKS**.



IT'S THE **HIGHEST CITY IN EUROPE** – **1,560 METRES (5,100 FEET)** ABOVE SEA LEVEL. THE DRY AIR AND HIGH ALTITUDE MADE IT A REFUGE FOR **TUBERCULOSIS SUFFERERS** IN THE **19TH CENTURY**.



THE **ANNUAL MEETING** HAS ONLY BEEN HELD **OUTSIDE OF SWITZERLAND** ONCE – IN **2002 IN NY** AS A GESTURE OF SOLIDARITY AFTER THE **9/11** TERRORIST ATTACKS.



CO2 LEVELS FALL ON AVERAGE UP TO 30% IN DAVOS DURING THE ANNUAL MEETING DUE TO THE USE OF **ELECTRIC TRANSPORT** AND **VEHICLE EMISSION CONTROLS**.



THOMAS MANN'S INFLUENTIAL NOVEL **THE MAGIC MOUNTAIN** WAS SET IN DAVOS, JUST **BEFORE WWI**.

Source: www.weforum.org/agenda/2014/01/know-10-facts-davos

