

KOGOD SCHOOL
MBA Student Blogs
Hilary Fordwich
January 13, 2016

Hilary Fordwich New

Posted by Russell Cox-Griffin at Sunday, January 17, 2016 8:30:08 PM

I had the opportunity to meet and exchange friendly banter with Ms. Fordwich immediately prior to her presentation to our cohort. She was friendly and light and quite engaging...Likable! It comes as no surprise that the basis of her work, the foundation of her message is to illustrate the importance of likability for continued and consistent success in the business world. Not only was her presentation full of energy and entertaining, but she dropped a number of worthwhile jewels that will help us in our personal and professional lives moving forward: Golden Triangle of WANT (Like, Trust, Respect), 5 C's (Concern, Candor, Communication, Competence, Connection), 15% of success is based upon technical skills and the remaining 85% is where you actually gain your competitive advantage.

I would love the opportunity to hear Ms. Fordwich speak again, perhaps have access to her slides. Her energy and outlook is infectious and I see that as an essential quality, particularly for us who are transitioning into industries that may be foreign to us. It has been a couple days since we heard Ms. Fordwich speak but her anecdote about Mulligans continues to resound with me and I have a feeling that it will persist throughout the semester and hopefully the duration of my working life. Dr. Bartlett, as a class, I think we really appreciate you securing this speaker for us--Thank You.

Hilary Fordwich presentation New

Posted by Samuel Schofield at Saturday, January 16, 2016 4:54:18 PM

I thoroughly enjoyed the presentation from Hilary Fordwich. She gave an excellent, relevant, and motivational presentation that was a great way to kick off the semester and may have been the best leadership luncheon thus far. Of the many messages she conveyed, I think one of the most striking was when she said, "there is really nothing related to making money that doesn't involve selling." This is absolutely true. Although my first job out of college was in phone sales for an education company, I feel as if I've used the skills I learned like asking good questions, mimicking the tone of the person on the other side, and aligning your message with the interests and values of the other side, in almost any professional situation I've been in since. When writing grant proposals, this involved selling my organization's work, mission, and skills to prospective funders. When applying for jobs to make more money, it involved attempting to sell my skills, competencies, and experiences, and demonstrating how these aligned with the needs of the position and the organization. And when I participate in the Kogod Case Competition next month, I will be trying to sell my team's solutions and proposal in order to win and earn money.

Hilary really motivated me because she verified and reinforced a lot of the things that I have already come to sense in my short professional career. That being likeable and standing out as someone memorable really matters more than any specific skill or degree. And that first impressions and perceptions of you by other people always matter, even if they're not true.

People only see what they see and the first thing they see is likely what influences their decisions and opinions the most. I also like how she emphasized that making an impression with people and getting them to like you isn't about acting. Yes, everyone has a different personality and is only capable of coming across so many ways. But people do typically have a spectrum of attitudes and speeds, and can tailor their speech, interactions with people, and tone to fit the audience. And I appreciated her emphasizing how important it is not only to listen to them, but spend more time asking about them and their lives, what their passions are, and what's important to them. If you show someone that you care about their lives and opinions, they're going to want to treat you that way. Most people like to feel valued and doing these things makes them feel that way and want to value you more.

Please bring Hilary in for future leadership luncheons if possible. She's engaging, smart, thoughtful, and her messages are particularly relevant I think to millennials and my generation.

Hilary Fordwich New

Posted by Sarah Alabdulmuhsen at Monday, January 18, 2016 6:28:59 PM

I want to start off by saying she was probably the best speaker we have ever had! Not that the other speakers weren't great, but I just loved her energy and enthusiasm. Everything that she said I will carry with me throughout my career, the 5 C's, how to generate want, etc. But I thoroughly enjoyed the part when she talked about generating want and how she put it into a golden triangle and explained the 3 components and how likeability is the key to trust and respect. I will also remember her saying "I advocate becoming an expert in as many components as possible so no one can pull the cover over your eyes"!

Great speaker! You should have her back next year.

Hilary Fordwich

Posted by Abiola Ajiboye at Sunday, January 17, 2016 9:15:12 PM

I really enjoyed Hilary's presentation. She did a great job explain the importance of selling yourself. People must not only "want" your business, but they must also "want" you as well. Her presentation has made me understand why I must embrace the concept of being wanted in order to maximize my success.

Leadership Luncheon 1/13/16

Posted by Amanda Pekar at Saturday, January 16, 2016 1:47:00 PM

Hilary Fordwich is an inspiring presenter. The main takeaway I had from her presentation is that beyond the technical or practical skills (15%) we have, or acquire, our success is more likely to be attributed to leadership skills (85%). Sales will be an inescapable part of our careers no matter what field we choose. Hence the "golden triangle" as she termed it, where the most effective way to generate sales is through want rather than through need. She further identified that want is impacted by three factors: likability, trust, and respect. The paradigm that Ms. Fordwich presented was thorough and well defined. Her suggestion and position as a business development consultant is that professionals can enhance their abilities, develop the traits she identifies as critical components of her leadership framework, and achieve ultimate success.

Hillary Fordwich Presentation New

Posted by David Iselin at Sunday, January 17, 2016 11:29:36 AM

I thoroughly enjoyed Hillary's presentation, and she was a great choice to kick off the Leadership Luncheon series. Hillary's presentation was both informative and engaging, and it illustrated how to effectively share your information while keeping the audience's attention. It not only was helpful by sharing with us information on how to be successful, but by also showing us how to present effectively.

In terms of Hillary's content, it was interesting to hear about the value of human engineering in finding a career and being successful. Hillary said that technical competence is not a differentiator when employers are considering talent, but rather, one's human engineering skills. Human engineering is the ability to play to what people want, rather than what they need. Having strong human engineering skills entails playing to this want and being likable.

Hillary provided a blueprint on how to use one's people skills to have a competitive advantage in the real world. It was great information and I plan on trying to leverage it in my career search.

Hilary Comments New

Posted by Eburnola Aniyikaiye at Saturday, January 16, 2016 7:18:36 PM

Hilary had a great presentation and her technique appealed to everyone. Understanding the importance of "want" was such a great nugget and I now keep it in the back of my head when interacting with people. I think hearing someone say that the technical skill is only 15% and the rest is Likeability, Trust and Respect goes a long way; especially after hearing the anecdote about the law firms at MITRE. Further, the Five C's: Concern, Candor, Communication, Competence and Connection were a great tool to use to help us remember what we have to do to gain Trust and Respect. She should come back and perhaps be given more time. She was a great speaker to start off this semester's series!

Hilary Fordwich Presentation New

Posted by Elizabeth Yu at Saturday, January 16, 2016 9:52:14 AM

I enjoyed Hilary's presentation very much. A lot of the content she shared with us is applicable to not only the business world, but with our daily lives as well. I learned early on in my management experience that winning people over is a must. It was and still is one of the more unnatural things for me to do. Remembering names is a skill we learn in undergrad, but it's something we rarely do/practice. Also giving your full attention to the person you're speaking with. This might be the easiest thing to do, but something people never do. I am especially always trying to multi task while having a conversation by checking my emails and current events. I would definitely want Hilary to come speak again, and perhaps maybe offer a course on the subject at Kogod.

Hilary Fordwich New

Posted by Faith Jarmon at Wednesday, January 20, 2016 12:21:42 PM

Hilary Fordwich was a great speaker. She gave us tips similar to other speakers in that people are successful by having good soft/social skills. With competition for talent, people get hired not based solely on their technical skills, but by being likable. Being likable unlocks people's ability to trust and respect you which in turn leads to employment opportunities and deal-making. She

gave us practical tips and good recommendations for books to read and movies that deal with the human experience and the psychology of getting people to want to help you.

Hilary Fordwich New

Posted by Fiza Ali at Monday, January 18, 2016 10:03:21 PM

I thoroughly enjoyed Hilary's presentation this week! She was extremely engaging, and made me really think about what it means to be a successful leader in the business world. I found her to be incredibly dynamic, inspiring, and very engaging. I especially liked her systematic approach, which ultimately involved people wanting to work with and for you. Her speech was motivational in how she was interacting with the public, her gestures, calling people by names, giving life examples, etc. Hilary's point of view and approach to make people do what you want was also very interesting. Her example of how to build a great first impression that lasts even as small as for a valet worker was an easy real life example that we could all relate to. I believe it is a very important skill to have to succeed as a manager, leader, and good samaritan.

Hilary Fordwich New

Posted by Hanna Cohen at Saturday, January 16, 2016 6:01:34 PM

As the first speaker of the spring semester, I believe Mrs Fordwich was the perfect fit. She was able to explain to us which of the most important elements we should consider develop in our business career. Her explanations followed with stories showed us what she actually meant for some things. Speaking to Mrs. Fordwich after the luncheon gave me further insight to her work and personal business development abilities. I really enjoyed Nd learned a lot from our first speaker.

Hilary Fordwich New

Posted by Iris Greenquist at Saturday, January 16, 2016 8:37:22 PM

Ms. Fordswch's presentation was very interesting. She talked about how to be likable in the business world. Her tips included making sure that any communication with a person was about them and to be concerned about them. All her advice consisted of things that I had heard before, but it was interesting to hear it all condensed in one presentation. I am sure that all her tips will be helpful in the future. Being liked in business is very important if one want get clients or get a promotion. Her number that 85% of one's success comes from being liked was very interesting. It id a little upsetting that our education and the work we are putting in at this school only goes into 15% of our success, but at least we can try to control the other 85% as well. Overall, Ms. Fordwich was an engaging and interesting speaker.

Spataro_HillaryFordwich New

Posted by John Spataro at Tuesday, January 19, 2016 10:03:26 PM

Hillary Fordwhich was hands down the best speaker we have had to this date to speak at the leadership luncheons. Her presentation on how to gain and retain customers and leverage the 5 C's to generate likeability was amazing. Her personal knowledge was very insightful, especially when she stated that Leadership is a component of everything you do, when she stated that a company that doesn't grow isn't going anywhere, and the tip for all leaders to become an expert in as many components of an organization as you can. My biggest takeaway from her presentation was that I need to learn how to leverage opportunities and integrate business development strategies into daily activities. I was astounded when she stated that 15% of your

success is purely technical (and very important to master) but 85% is human engineering! I agree with her that this 85% is truly what separates a greatly wanted lawyer, manager, ceo, etc from a must have/needed asset. If you were not able to make the luncheon then I would say the key to her presentation is that Likeability is the key to success because it leads to people trusting you, which leads to people respecting you, and ultimately will result in people wanted you as a client, employee, or leader. Amazing presentation

Hillary Fordwich New

Posted by Kiki Mcarthur at Saturday, January 16, 2016 11:22:12 PM

I really, really liked Hillary's presentation. I found her to be incredibly dynamic and inspiring. She kept me very engaged during her entire presentation. Not only did she deliver quality information, but her presentation skills were outstanding as well. I appreciated her honesty in talking with her afterwards about her balance with kids and a career- it was a little bit of a more different perspective than I was anticipating. I loved her engagement with the audience as well. I realize this is not the main takeaway that was intended, but she really showcased the qualities of a good presenter. Coupled with a presenter we had the following day in a different class, you could note a huge difference between engagement of the audience based off delivery of the presentation. I would love to have her back for another talk.

Hilary Fordwich Presentation New

Posted by Matt Wolock at Sunday, January 17, 2016 5:41:18 PM

I sincerely enjoyed Hilary's presentation. Not only did she have interesting things to say, but she was an incredible speaker. Although I don't necessarily subscribe to everything she was saying, I found her underlying principles and messages to be useful. Specifically, her message about getting people to "want" to do business with you, work with you, hire you, etc. This frame of mind is definitely something I will consider as I navigate my way through the professional world.

Leadership Luncheon 1/13 New

Posted by Megan Findakly at Sunday, January 17, 2016 4:02:12 PM

This week we had Hilary Fordwich speak to our class on business development skills. Ms. Fordwich discussed the idea of the golden triangle, which has want at the top, followed by likability, trust, and respect. Although 15% of technical skill and is the most important, the other 85% is human engineering.

Likability:

Likability is not an art, but a science. Do people like working with you? What are people's perceptions of you? Princess Diana was truly likable. The example of doctors who get sued not because of technical skills but because they weren't likable. Similarly with lawyers.

Trust:

The power of your personal impact

Respect:

Based upon technical competence.

Ms. Fordwich also discussed the 5 Cs, which included: concern (empathy), candor (honesty), communication (buy in your language, sell in their language), competence (know to tailor your services), and connection (find common ground).

Hilary Fordwich Presentation New

Posted by Michael Chan at Monday, January 18, 2016 12:25:09 PM

Ms. Hilary's presentation was very informative and transformational as well. I believe her explanation of "want" in her golden triangle was very applicable in both my professional and social life. Also, her breakdown of having 15% of technical skill knowledge and 85% of human engineering holds very true to me. I believe that Ms. Hilary's statement that people are driven by what they "want" and that fulfilling my human engineering skills through her golden triangle will be a lesson I will always hold dear and apply to my daily professional and personal life.

Hilary Fordwich- Business Leadership Luncheon 1/13/16 New

Posted by Michelle Emokpae at Saturday, January 16, 2016 4:53:01 PM

Hilary Fordwich's presentation was very engaging. She gave very practical skills that we all can use in our personal and professional lives. A lot of professionals lack soft skills, which is not something that is taught in school so this was an essential presentation. She gave a lot of great advice such as:

1. Become an expert of many fragments corporation as possible so that no one can pull the wool over your eyes.
2. As a leader, what you portray to the outside world people will take it as it is. This advice provoked a lot of thought.

I agree with the 5 c's that she provided, especially candor. I believe that a lot of people do not realize that others can tell when you are lying or pretending to be lying.

The only thing that could have been better is if she managed the time better for Q&A. However, she did a great job sticking around to answer questions. I benefited from that and I believe that her advice for women leaders is great.

-Michelle

Hilary Fordwich - 1/13 New

Posted by Mosmi Bhakta at Sunday, January 17, 2016 10:11:20 PM

Ms. Fordwich was a phenomenal speaker who really knew how to engage the audience with her presentation. Her anecdotes of her various clients and how she handles the situation was very helpful as it personified her consulting practice. Her advice of owning up to a mistake when you make one was refreshing to hear as many professionals shy away from doing so as it may be perceived as weakness; however, it truly generates respect for that leader. Her use of the golden triangle's "want" followed by "like-ability," "trust," and "respect resonated with me and I hope to implement it into my everyday life. Another piece of advice that I appreciate was her asking us to know the name's of others, as I know that I personally like those that know my

name as well. Hilary should definitely be asked to speak to the MBA students again as the training is very informative and helpful.

Hilary Fordwich New

Posted by Nanelle Nortey at Saturday, January 16, 2016 9:54:37 PM

Ms. Fordwich's presentation was very engaging and insightful. The key points i gathered from her were: 1) regardless of what industry or job position you find yourself in, you have to enhance your selling skills. You cannot progress without them and technical skills and competence is not a differentiator in the workplace. 2)In order to be successful at what you do, you need to address and generate the wants.You are in control of what you portray to the world.

Hilary Fordwich Leadership Luncheon 1/13 New

Posted by Rachel Devadas at Saturday, January 16, 2016 9:45:31 AM

I really enjoyed Hilary Fordwich's presentation this week! She was extremely engaging, and made me really think about what it means to be a successful leader in the business world. I especially liked her systematic approach, which ultimately involved people wanting to work with and for you. She made it clear that in order to be considered a trust worthy leader and having people wanting to work for you, you need to be able to excel in the 5 C's which were: competency, concern, candor, communication, and connection. The way she explained this process made complete sense, and was very applicable to me as I intend on being a successful leader in my career. Her "nuggets" of advice will stick with me throughout my career, she really made a great impression. If there is one piece of advice I will definitely apply in my career, it would be that "the number one thing to do to be liked by someone is to call them by their name" which ultimately creates a connection with that person. I think that is really important to do in order to be liked and trusted by others.

I thoroughly enjoyed Hilary's presentation, she should definitely come back next year!

Hilary Fordwich New

Posted by Robert Crouch at Saturday, January 16, 2016 11:48:45 AM

Ms. Fordwich was a very interesting and engaging presenter. She clearly was passionate about leadership development and all that it entails. Her career path was also very interesting. One of the things that I took away from her presentation was that she said no matter what business you are in or what level you are in the your career, there will be some type of leadership capacities involved. You will always be dealing with leadership. Another point she made which I found useful was that no matter your area of expertise, one should try to become an expert in all aspects of a company. Being a well-rounded leader is extremely important.

Her 85%-15% stance of human engineering against technical expertise was also very interesting. She used the 85-15 example again when she was talking about likability and trust, which leads to respect. Overall, Mr. Fordwich was very interesting and a very nice way to kick of this semester's Leadership Luncheon series.

Hilary Fordwich New

Posted by Tatjana Fedorenko at Saturday, January 16, 2016 2:33:05 PM

Hilary's presentation was amazing. She was enthusiastic, motivational and inspiring. I am a fan of motivational speakers like Tony Robins and that's enjoyed Hilary speaking. It has been a long time I have attended seminars in that nature and believe everyone should include those as a regular events to attend throughout the year. Hilary wasn't telling anything new, however with time you forget some things and it was great to hear it again and to be remembered. You could easily tell that she is an absolute professional in what she is doing: the way how she was interacting with the public, the voice, the gestures, calling people by names, giving life examples, etc. Especially interesting was Hilary's point of view and approach to make people do what you want. The Want Pyramid makes a lot of sense in all aspects of life not only business. What people tend to underestimate, especially in school is the social part. Technical skills are important, but this is not what will make you exclusive and bring you forward in your life and career. It is important to hear again and again from people how to become successful and what we need to pay attention to. Such a class, basically what the Leadership Skills class is right now, but more with such speakers like Hilary, would bring an enormous value for our program and our future life.