

# INTRODUCTION

*The Reader's Path*

*“It’s a new dawn, it’s a new day, it’s a new life for me . . . and I’m feeling good!”*

*— Nina Simone*

There I was, sitting in the lobby of one of the largest footwear companies in the world. My team was with me — people with resumes that would make a Fortune 100 company envious. In my bag was one of the most robust and disruptive pieces of new technology that had come along in years. The objective was to enter into a collaborative effort to infuse this technology into the footwear company’s products and then release it to the industry at large. The indications of interest were high. We made it to the front door of a successful product launch . . . only to have it slammed in our face. The loss was a crushing blow to our new company. We approached a few other smaller players with the technology but never found any real traction. We lost our fervor and belief in the new product and eventually abandoned it for “the next great idea.”

I reflected on this for years, wondering what could have been done differently to change the outcome. As it turned out, there was a fundamental breakdown with one of our key relationships nearly six months prior to our big meeting at the company's home office. The issue certainly could have been avoided and it has helped to inspire some of the concepts in this book.

I have similar stories to this one. I have been blessed with the opportunity to spend time in a myriad of industries. I have worked with corporations, advisers, entrepreneurs, and inventors. I have had my fair share of successes, but far too many losses, abandoned dreams, and setbacks. As I tried my best to steward my defeats, I began to notice a common theme.

At the center of every success you will find a pivotal relationship. Conversely, you can trace the cause of most failures to a relationship vacuum or breakdown.

Behind every great company or product, you will find elements that contribute to positive Momentum. Behind every failed venture, there is always the presence of stagnation.

Throughout my years in the global marketplace, one thing has consistently astounded me. Individuals experiencing expansion or contraction, success or failure in their endeavors, usually do not know why. Many attribute their success or failure to outside forces. In other words, success or failure (more likely failure) is something that has "*happened to them*" rather than something that was driven by them. Others try to explain their career direction in terms of factors unrelated to their advancement or decline.

This book is about my search to understand the art and science of why some ideas progress and some dissipate; Why some people advance in their careers with sustained movement, while others seem to be swimming upstream, working hard but continually falling back. The search was to find a cause-and-effect answer, a formula rather, that would provide me with a clear path on which ideas, ideals, and careers could move.

I have discovered that the answer has little to do with natural ability, but rather encompasses a few key components executed with diligence and audacity. I want the reader to understand that achieving their personal and professional objectives is not based solely on personality types, the

business environment, or even unique giftings. On the contrary, the eventual success or failure of their ideas will hinge primarily upon their ability to create and manage this one concept. My findings? The secret to making your ideas move and the key element behind all product, project, or purpose driven growth is what I call Relationship Momentum.<sup>TM</sup>

I am not a physicist or an authority on Newton's Laws of Motion. I'm just an entrepreneur who has a calling to help people with their God-given ideas. I have been searching for sensible answers to some simple questions—why some initiatives succeed and others fail. Though at times I may appeal to scientific principles and express dependent relations in terms of mathematical formulas, trust me—if the components I introduce in these pages were not practical and simple to implement, I would not have been a part of the project. I'm not interested in theories, formulas or equations unless they lead directly to results.

I was fortunate enough to recruit a team of physicists, entrepreneurs, professors, and friends who committed to help me on this project. Our goal was to take historical evidence, along with my personal wins and losses, in order to correlate the science of movement with the art of relationship building. We then set out to clearly define and test the equation for Relationship Momentum and to make it transferrable to all. We identified three spheres of Relationship Momentum—personal, spiritual, and vocational—those which the concepts of this book can affect. This particular manuscript deals mostly with the vocational realm.

I suggest that you read this book much like I wrote it. The chapters are made up of bite size meditations that can each stand alone to induce thought. They are a collection of truths, laws, and ideas that the team or I have acquired along the way. I did not write the chapters of the book in sequential order. Nevertheless, the arrangement of the chapters was intentional. They provide a blueprint for applying the formula of Relationship Momentum.

The progression of the book is simple. I have arranged the chapters into three sections that coincide with the Relationship Momentum Equation,

$$\mathbf{Rm} = \mathbf{E}^3 \mathbf{V}_s$$

**Rm** — The first section denoted by the symbol for Relationship Momentum chronicles the evolution of the ideas in this book and the supporting evidence as to why relationships, Momentum, and the other supporting elements are essential for your growth.

**E<sup>3</sup>** — This symbol represents the Three Equities: Brand, Value, and Ambassador. This is the meat of the book. Here I explain the Three Equities as a substitute for Mass, while providing several new concepts and applications of how to maximize each of them.

**V<sub>s</sub>** — This symbol represents Strategic Velocity. We will examine the importance of Velocity, but more importantly the strategic nature of how you identify, grow, and then sustain Relationship Momentum.

The purpose of the book is to provide you with a formula that you can test against any idea or endeavor during its life cycle (beginning, middle, or end). The chapters are designed to set the stage, deliver the idea, support its findings, and then show you how to use and sustain them.

This project was written for everyone who has ever had an idea or an agenda. A paper napkin sketch or musing that they dreamed of sharing with the world. A product, project, or purpose that they wanted to propel. Like many, I have read scores of books that promised to help me turn the corner of success. Most left me searching for answers to implied questions or specific methods of action. I was looking for answers that were grounded in the real world; perhaps you are too. This book contains a different approach. People are not accustomed to thinking about success in the context of Sir Isaac Newton's Laws of Motion. However, I am confident that after a few chapters, you will be evaluating everything around you in terms of concepts like Momentum, Drag, and even Net Velocity.

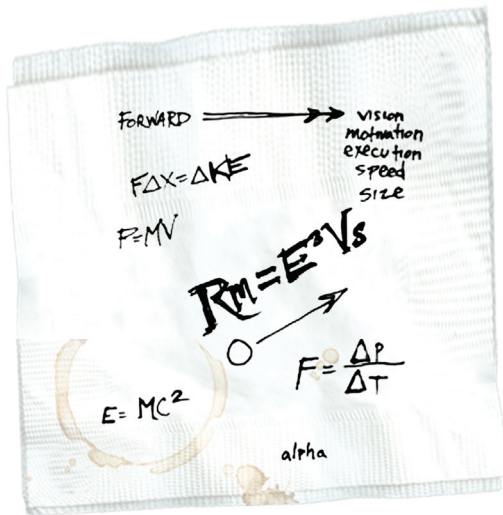
I invite you to think through these concepts with me. At some point along the way you may have an epiphany as I did — that “Ah Ha!” moment in which you begin to see Relationship Momentum as the catalyst and the answer for helping your ideas and initiatives move.

— **Brian Church**

# PART I

Rm

A New Concept



# 1

## THE UNDERLYING CONSTANT OF SUCCESS

*“Truth is ever to be found in the simplicity, and not in the multiplicity and confusion of things.”*

— Sir Isaac Newton

The physical universe operates by a set of constants — laws that do not change with time, trends, or public opinion. They are the true reasons things work the way they do, irrespective of commonly held beliefs, imagined formulas, or magic potions.

Sir Isaac Newton did not create Gravity, nor did he discover it. In 1666, the year of Newton’s apple-tree revelation, everyone knew that when an apple detached from its tree, it fell straight down to the earth. There were, however, plenty of ideas about why such things happened. Hyper-spiritualists might have said that angels picked the apples and threw them down to the ground. Others probably said that an apple falls *just because it does*, and that is all anyone needs to know. Any further investigation

was a waste of time. Aristotle would have said the apple falls because of its natural place in the universe — that is, heavy objects like rocks “wanted” to be at rest on the earth and that light objects like smoke “wanted” to be at rest in the sky. This was an interesting idea, but it was not very useful, because it only described *what* had happened. It could not predict what the object would do next, or explain *why* they “wanted” to do it.

Isaac Newton simply broke down the falling-apple process and explained precisely why it happens the way it does. The result eventually became Newton’s Law of Universal Gravitation and his three Laws of Motion. Perhaps “simply” is not the best word to describe what Newton did because he had to invent the mathematics of calculus to prove his theory. A better word might be “clearly.” Newton so *clearly* explained the dynamics of Gravity and Motion that he demystified the phenomena and revealed it to be something very predictable. In fact, the true test of Newton’s theory was its ability to accurately predict planetary movements.

I spent many years in the business of innovating, selling, and recruiting — not without some degree of success. I have been fortunate enough to become a respected business owner, business Ambassador and human capital specialist. I have personally contributed to the successful launch of numerous new products and companies. I have been blessed enough to consult for corporations, CEO’s, pastors, managers, and even a king, with regards to relationships and Momentum. I have also had more than my fair share of failures. Always eager to improve, I read all the books, attended the seminars, and experimented with numerous ideas — all promising to be the key to phenomenal success. I knew that all those ideas (at least the ones that made any sense) revolved around relationships. However, turning relationships into real success was a lot like trying to understand apples falling out of the Newton’s tree. I would read a biography about a top executive and their journey to the zenith of their respective industry, but I could not clearly break down the process that made it all happen.

Of course, there is no shortage of theories about why people succeed. But the only Value of the theories I explored was in the description of one person’s individual path to achievement, what one person had done and far less predictive of what others might do. In other words, so and so

seemed to have worked for a great CEO and he was cited as the reason for his success. However, the same principle proved ineffective for me. Eventually, I became a bit cynical about all the advice, feeling that those proposing all the theories of success had not really gotten to the bottom of it. Perhaps the truth was that those who succeeded did so simply because they had the gift, and those without that gift were simply wasting their time. In other words, some apples fall to the ground just because they do, and that's all we can really know about it.

When Sir Isaac Newton was asked about how he had made his remarkable discoveries, he is reported to have said, “By thinking about it all the time.” I’m no Isaac Newton, but I have been thinking about the correlation between success and relationships for a while now. I have seen something in the great scientist that directly applies to everything I have ever tried to do. Newton’s three Laws of Motion (inertia, applied Force, and corresponding reactions) seemed to be that underlying component to all the theories and stories about the impact of success. The more I thought about it, applied it to previous experiences, and tested it in new ventures, the more I came to realize that the Momentum of Relationships was the determining factor in the success or failure of every salesperson, business leader, or social change agent. No matter what you are trying to measure — business ventures, marriages, fund raising, or any other pursuit — the dynamic of Momentum as it relates to your relationships will be the surest predictor of its relative success or failure.

### **ISAAC NEWTON AND OCKHAM’S RAZOR**

Ockham’s razor is a principle of scientific research (also known as *lex parsimoniae* or the Law of Parsimony) that stipulates the following: if two theories equally explain and predict observable phenomena, then the simpler of the two is usually the true cause.” The word “Ockham” comes from the philosophy of William of Ockham (c. 1285–1349), and “razor” refers to the process of shaving off the excess. Isaac Newton wrote, “We are to admit no more causes of natural things than such as are both true and sufficient to explain their appearances.” Note that it is not just the simplest answer but the simplest answer *that works*.



Efforts to explain Gravity on the basis of angels or objects that “want” to behave in certain ways were unscientific; since they could not predict events, they could not be tested, proven, or disproven. Newton’s Universal Law of Gravitation was not the first theory put forth to predict the Motion of planets. Two hundred years earlier, planetary movements were predicted by unimaginably complex calculations. They were so complex because they were based on a faulty premise — that the sun and stars revolved around the earth. For that same reason, they were less than precise in their predictions.

Newton predicted the Motion of planets with unprecedented accuracy that was limited only by the precision of measuring instruments (telescopes). No one suggests that his calculus was simple, but his theory of Universal Gravitation and his three Laws of Motion were elegant in their simplicity. First realizing this, Newton must have jumped to his feet and shouted, “AH HA! THAT’S IT!”

Regarding principles of success in business, the “ah-ha” for me came with the concept of Relationship Momentum. All the ideas and anecdotes about the sure-fire keys to success began to look as artificially complex as a medieval planetary calculator or as speculative as theories about objects “wanting” to be on the ground or in the air.

Thinking about moving from where I am to where I want to be in my career, about the ability to overcome obstacles and break through barriers, I realized that there is no concept more basic than Momentum — the product of Velocity and Mass. That’s not to suggest that it is simple and easy to manage relationships that produce strategically directed Momentum. Often it is not. However, the fundamental concept upon which every other idea rests is elegant, sound, and (by the shaving of Ockham’s razor) simple.