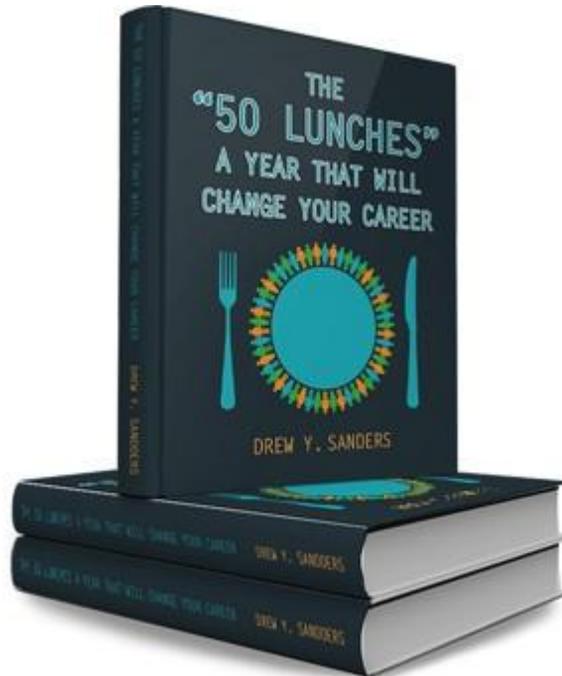


Executive Summary of **The 50 Lunches a Year**



That Will Change Your Career

By Drew Y. Sanders

50 Lunches A Year Outline

Part I: The Observation

- A. Why this might be a problem
- B. A potential solution, LUNCH
 - 1. Some context on lunch
- C. The Author's Personal Story

Part II: HOW

- A. The Process
 - 1. Calendar
 - 2. Contacts
 - 3. Selection of
 - a. Days
 - b. Places
 - c. People
- B. The Meal
 - 1. Pre-work
 - 2. How to lead
 - 3. The follow up

Part III: Your Turn

- A. Stories and case studies
 - 1. What we have learned form others
 - 2. Lunch inside a large company
 - 3. Lunch across a diverse network
 - a. The Virtual Handshake

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This book is about how you can expand and grow your influence, and in turn your career, by establishing a simple plan to have one lunch a week with someone from your network. It seems easy enough and yet the data suggests most of us eat with the same people and don't expand our networks over lunch. Why should you care about this?

Well taking a page from management sage, Peter Drucker, most of us are going to have working careers of some sort for almost fifty years. If that is the case, then it might be a good idea to get out of the building and meet some of those people you are commuting with. Consider also the fact that it is often not the smartest practitioner who has the largest practice or the most influence. It is the combination of competency and relationships that make a difference. The ability to build and cultivate strong relationships across a diverse geographic and professional landscape is mission critical.

While this is not breaking news to most professionals, few knowledge workers have a plan or a system in place for building their professional network. A lack of time is the most common lament for most and yet right in the middle of the day sits a top relationship-building event. **Lunch.**

Think about it, if you worked 250 days last year, how many times did you miss lunch? How many times did you not eat between 10:30 AM and 2:30 PM Monday through Friday? Chances are you did eat, either at your desk, at the company cafeteria, or you grabbed a quick nap-inducing sandwich somewhere close by.

Now think about this. You most likely live fifteen to sixty minutes away from work. Your home network or social structure may be diverse and wonderful. However, the context of those relationships is driven by family and community initiatives. Being "Bobby Business" at the softball game could have people running for the dugouts. Home is not the #1 place to build your career. So you'll need to develop those professional relationships elsewhere.

Turning our attention back to the work place, look at your day. You arrive for work and you fill your role for the company and work on your tasks. The lunch bell rings in your mind and stomach, and you eat. You return to your desk and plow forward until it is time to commute home. Your day may have plenty of meetings, webinars and phone calls, but your number of contacts isn't growing.

If you work in a metropolitan area, as 75% percent of all knowledge workers do, you are spending 8 to 10 hours in a geographically dense area with similar professionals who all eat their mid-day meal at about the same time. Most of your fellow professionals have budgets, goals and initiatives that they are working towards. Most goals involve people. Yet, day after day, most professionals eat lunch... alone. **WHY?**

Maybe, an answer is because meals can be scary, embarrassing, and sometimes unpredictable. In this book we will teach you how to "Lead" the lunch, keep it safe and help it be a win – win for both parties in all cases. We wrote this book to offer the reader a choice and a potential new path: choose to keep eating alone and hope your boss promotes you or consider a new path where you look to add fifty new shared experiences each year by simply having one lunch per week with an interesting person. We hope you choose the new path and this book will explain exactly how to set up a structure that makes it a habit.

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If Peter Drucker is right, and for most of the 20th century many people found him to be the best management mind in North America, the average knowledge worker has 12,500 lunches during the weekdays over a 50-year period. We wonder what you could accomplish if you spent 2,500 of them dining with someone and being prepared to explore their world and even find a little time to laugh.

The 50 Lunch Plan will go over in great detail each of the steps below. We will teach you how to:

- Organize your calendar
 - * With a look into the Magic Window
- Organize your contacts
 - * So you don't fall into the "friends trap"
- Select a day of the week
 - * Timing can be everything and it helps you keep a routine
- Select a couple of fun places to eat
 - * The right restaurant is key to your success
- Pick a few people
- Ask them to Lunch
 - * What makes the 'offer' work
- Prepare for the meal
 - * Catalog your BI, PI, & SE
 - * Bring a gift
- Enjoy their company
 - * Use Improv principles to help with the flow
- Listen and Share
 - * Stay in a state of curiosity, take a risk & share
 - * Ask them for coaching, it shows you respect them

How a lunch changed my life this past year

For the past ten years in which I have averaged over 100 meals a year, I have been going to lunch with people as a way to get to know them better and see if we can help each other. If it could happen over a meal, I have probably seen it: sauce on the tie, and coffee in the lap, laughter and tears. What has come along with the laughter have been some amazing shared experiences and the creation of new friendships.

The MAGIC of an Introduction

Of particular interest is the story of a friend of my parents who I got to know over the years who was battling a late stage of cancer. From time to time he would reach out through my parents and ask if I would have a moment to speak with him on a topic, and I was always better for it. Late last summer

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the call came again, but this time it was that I needed to come to lunch to meet someone. "Drew, why don't you come down here on Friday for lunch. I would like you to meet Matt," was the charge. The Friday happened to be the day before Labor Day weekend and Monterey is a two hour drive and traffic can be brutal when you are competing with everyone trying to get out of town.

Regardless, we weren't going anywhere for the weekend and this man was battling cancer and he still was thinking about how he could help me. I responded in the affirmative on the spot. The day came and I jumped in my car, eager to get to Monterey and also hopeful I would be back in my car by 2pm. That day at lunch I met Matt Westman, who by the way had also driven several hours at our friends' request. Fast forward to present day for a moment and Matt and I have started to work on a very large project together. Without this lunch I am sure I would have lived the rest of my life and never met Matt. Think about that, because of this dying man's connective mind I am making a living. The memory of his graciousness inspires me.

As we said our goodbyes in the parking lot our host spoke about how he was moving to a full time care facility and they had a form for him to fill out. His words still resonate in my mind. "They had a spot where they wanted you to list your hobbies and I wrote one word... **People.**" That friend died in the coming months and I am sure Matt and I were just two of thousands of people connected by this gentleman in his lifetime. I am writing this book for you and your career in honor of him and his legacy. His name you ask? Loving husband and family man, ardent University of California Golden Bear, and life-long Community Bank Executive, Hugh Barton.

TAKE OUR LUNCH SURVEY:

We'd like to hear about your lunch habits and include it in our research. This survey will take you less than a minute, be a part of the book! [50 LUNCHES A YEAR SURVEY](#)

