

\$ucce\$\$ Formula

$$\Psi TBI = (\Sigma \text{people}) + (\theta \text{people}) + U + 3(pp)$$

Where Σpeople = number of people you talk to

θpeople = quality of people you talk to

u = relatability quotient + cz + self confidence + ΔSQ

pp = people principles 1,2,3 knowledge + execution

1 = people would rather buy than be sold

2 = start with their agenda not yours

3 = people don't know themselves as well as they think they do

