Superconnect - Harnessing the power of networks and the strength of weak links - Written by Richard Koch & Greg Lockwood

Two phenomenon's made me read this book that I think are relevant. Social Networking via LinkedIn, Facebook and Twitter are catching fire in today’s world. Also, the fact that we are three levels away from over 1 million people. These two facts alone make connecting and social media a study that needs to be mastered.
Why is this important to me?

I like to ask this question because if I can not answer it then there is no point asking you to waste your time reading this article or watching the video. To that end there are two major points I want to drive home right now.

1. **80/20 Rule** – This rule is seen everywhere and basically means that 80% of the results come from 20% of the efforts. This mathematical relationship can be seen in several different areas. Richard Koch wrote the 80/20 rule which is a very good book so I figured that Superconnect was worth the time to read.

2. **Value of a Network** – The value derived from a network is not linear growth. It is exponential. This is very important to understand if you are trying to build value and momentum in any field regardless if it is business, medical, politics or fan clubs.

These two points used together provide leverage to achieve the goals you lay out for yourself.
Superconnect makes several key points and I will outline a few of them for the sake of time.

1. **Strength of Weak Links** – This was a very surprising fact that was identified in the book. Basically, they are saying that weak links provide for growth. In fact, Superconnect provides studies about gangs and only Strong Links does not provide for growth and in fact inhibits growth. This is the old adage that birds of a feather flock together and without outside weak link influence, there is no change and no growth. Success classes and self-help materials talk about this fact all the time. Typically in drug rehabilitation, if the person is to truly clean up then they have to discard the group they associate with otherwise they will be pulled back into the habit. This is the negative power of strong links.

2. **An example of weak link success** – One of my colleagues was talking to a potential client and picked up that one of our competitors was closing their doors. This competitor was a very good company with a great team owned by a large publicly traded company. Another colleague called some of his weak link contacts to see if we could put our hat in the ring and acquire the company. We did in fact acquire the company and the investment paid for itself in less than 90 days. This would never have happened and demonstrates the power of weak links.

3. **Power Law Distribution** – I admit that I do like numbers because they show
patterns that you would not identify normally. Power Law Distribution is a bit counter intuitive and says that for every time the number of links doubles, the number of hubs having that many links declined by roughly five times. So there may be 5,000 hubs with 2 links and only about 1,000 hubs with 4 links and 200 hubs with 8 links. This pattern is seen and magnified through an internet example. Google is a hub that hogs most of the links. Facebook occupies the social media links and LinkedIn the business links. Typically it is very difficult to name the third or fourth hub in each category because they are typically non-existent and irrelevant.
Superconnect unlocks some of the patterns and powers of connecting with people you do not know very well. The value of each connection will provide an exponential return as your network grows. This is very important depending on how you leverage it.

I hope you have found this short video summary useful. The key to any new idea is to work it into your daily routine until it becomes habit. Habits form in as little as 21 days. One thing you can take away from this book is **understanding exponential vs. linear growth.** Warren Buffett understands exponential growth through compounding. This is why he is the most successful investor in the world. This is magnified with large numbers and not noticed with small numbers. Think about this – $2+2=4$ & $2\times2=4$ but $1,000+1,000=2,000$ while $1,000\times1,000 = 100,000$ – Big difference.

If you enjoyed this video then please do not hesitate to pass it along and if you want more detail then click on the link and purchase Richard and Greg’s book “Superconnect” Thanks for watching and have a great day!