

## Relate like GOOGLE

If you can relate as well as GOOGLE, you will make – well – not a lot of money, but maybe a lot of ‘I love you honey’. Google has the ideal relationship; people love it, and can’t get enough of it. Wouldn’t you like that for your own life? How has GOOGLE become so popular, and what could GOOGLE’s behaviour teach you about relationship.

Let’s head back in time to see how GOOGLE began life in the mid 1990’s. Two smart graduates of Stanford University recognised the huge potential of the still relatively small world wide web. They recognised that there must be a way of getting to what you were wanting on the web without having to trawl through poorly designed websites and lots of inferior ideas and products. These two recognised that there must be a way of finding out what people were wanting, who was delivering the best product, and how to match these up. Fundamentally, this is what GOGGLE is still good at, and makes billions of dollars from doing.

The originators of GOOGLE created an algorithm, basically a mathematical formula or two, which was able to do the task just described. Their intention was to tune into what humans were wanting, and help them find it. In essence, they were **helping people get their needs met**, but in ways that most couples DO NOT attend to each other.

Secondly, GOOGLE made **no judgments** about who was wanting what. They supported anyone and everyone to get whatever they wanted. So the first step in their success was simply to take notice, and measure, what it is people are wanting, without any judgement as to whether this was good for people or otherwise, or what the consequences would be. They allowed market forces to dictate who wanted what, and simply helped deliver what was wanted to those who wanted it from those who had it to offer.

Thirdly, GOOGLE recognised that in a totally free market, people will not only determine what their own needs, wants and desires are, but this is a moving target. Tastes, opportunities, fashions, products, and people change. GOOGLE has reinvented itself over and over **to meet the changes that its customers want**. To begin with, the founders could not see how they could make money, and indeed did not want to get caught up in commerce. However, developments forced them to not only change, but embrace what people were wanting from the web and help sellers and buyers to come together in more and more efficient ways.

Finally, GOOGLE found that people wanted stuff for free before or in conjunction with buying, and so GOOGLE now prioritize content, quality and activity. This places demands on websites to offer what is wanted, and lots of it, without always expecting something in return. **Those sites that offer quality products that customers want for nothing are setting themselves up for success.**

GOOGLE has observed human behaviour at work, and then been determined to offer a quality service to support that. It doesn’t criticize, ostracize, punish, avoid, harangue, blame, control, or persecute its patrons. It supports freedom of choice at every turn. Little wonder everyone loves it.

Check out <http://couplescounselling4u.co.nz> for helpful articles about getting your relationship back on track.