The Power of Relationships

Breakout Session #: B13
Presented by: Glenn Richardson

Date: July 24, 2017
Time: 2:30pm – 3:45pm
Getting Comfortable

What are some words that describe a *business* relationship?
Getting Comfortable

What are some words that describe a business relationship?

What are some words that describe a personal relationship?
What are some words that describe a *business* relationship?

What are some words that describe a *personal* relationship?

See any differences?
What are some words that describe a *business* relationship?

What are some words that describe a *personal* relationship?

See any differences?

*Why?*
Life is about relationships
The Phases

• Finding
• Developing
• Nurturing
• Growing
• Maturing
• Repairing
• …and even Terminating
The Phases

• Finding
• Developing
• Nurturing
• Growing
• Maturing
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• ...and even Terminating

What else? What are some personal examples of the phases of your relationships?
What Relationships Can Do

- Differentiate yourself
- Enable yourself and others
- Position yourself clearly in the minds of others
- Focus on the important things
- Project credibility
- Develop loyalty
- Make emotional, visceral connections
- Help yourself and others
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- **Engender trust** and **develop genuine connections** with others
- Define your **values** and **leadership principles**
- **Motivate** others to higher levels of performance
- **Lead with passion** and **purpose**
- **Empower** others
- Find **joy** through integrating your personal and professional lives
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- Help each other succeed in both professional and personal pursuits
- Have more fun in the workplace – and in life
- Facilitate direct, honest communication for resolving conflict
- Contribute to mission and personal success by proactively building relationships with people inside and outside the organization
“If you’re not appearing, you’re disappearing.”

-- Art Blakey
Networking
Networking – Intimidated?
Networking Isn't “Schmoozing”…
… Networking is About Identifying Opportunities…
... Opportunities to Connect!
Almost 60% of Americans say they feel shy and unsure about what to say in a variety of business and social settings.

97% of people say they have trouble remembering names.

About 80% of all jobs are found thru networking.

And... what about business – and other opportunities?
Networking

- What is a network?
- How do you get it?
- What are the attributes?
  - Reciprocal
  - Like a Flower
  - Structured and freestyle
  - Snowball
Why Network?

• Inspiration
• Information
• Interaction
“Disarm with charm” by:

• Be authentic and real
• Take some risks
• Listen and connect
Nobody cares if you can’t dance well. Just get up and dance. Great dancers are not great because of their technique, they are great because of their passion.

Martha Graham
Let’s Practice!
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Exercise: Elevator Speech

**Elevator speech:** a clear, brief message or commercial about you; it communicates who you are, what you are looking for, and how you benefit the organization.

- Identify your goal
- Explain what you do
- Communicate your UVP (Unique Value Proposition)
- Engage with a question
- Pull it all together
- Practice
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Exercise: Elevator Speech (cont’d)

- **Identify your goal**
  - What is the objective of your pitch?
  - Is it about the organization or you?
- **Explain what you do**
  - What does the organization do?
  - What problems do you solve; how do you help people?
- **Communicate your UVP (Unique Value Proposition)**
  - What makes your organization, or you, unique?
- **Engage with a question**
  - Ask an open-ended question
- **Pull it all together**
  - Check the timing; no more than 30 seconds
- **Practice**
  - Practice, practice, practice!
Richardson’s Rules of Relationships

Some reflections on relationships
Richardson’s Rules of Relationships

Integrity is paramount and nonnegotiable

Once compromised, it cannot be fully recovered

Therefore, protect it, value it, and practice it
Never be ashamed to unlearn an old habit
Richardson’s Rules of Relationships

I did not get smarter the day I became a company president. Or a consulting partner. Or a manager. Or an Army officer.

Intelligence, innovation, and influence are not exclusive to people in the senior staff levels of an organization.
Richardson’s Rules of Relationships

Don’t wait until a funeral to tell someone that they mean something to you; that you care about them; that you appreciate them; that you love them.
Richardson’s Rules of Relationships

Show me someone who has never made a mistake and I’ll show you someone who’s not doing anything to improve themselves.

Learn from your mistakes - And if you really want to be a friend to someone, help them learn from your mistake -- share the consequences with them.
Richardson’s Rules of Relationships

In the digital age, nothing ever stays where it happens
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Texts, voice mail, and email are supplements to face-to-face communications, *not* replacements for them.
Richardson’s Rules of Relationships

No matter how fantastic your message is, if no one is receiving it, you aren’t communicating
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Moving faster than everyone else only guarantees you'll move alone
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Maintain a rigid state of flexibility…
...and a good sense of humor
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