



# Building Relationship Currency

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# Essential Ingredients

TRUST

RESPECT

SYNERGY

GROWTH

**TRUST**

**firm belief in the reliability**



# TRUST

Demonstrate Reliability

Demonstrate Integrity

- Angela Lee Duckworth “Grit: The power of passion and perseverance” (TED)



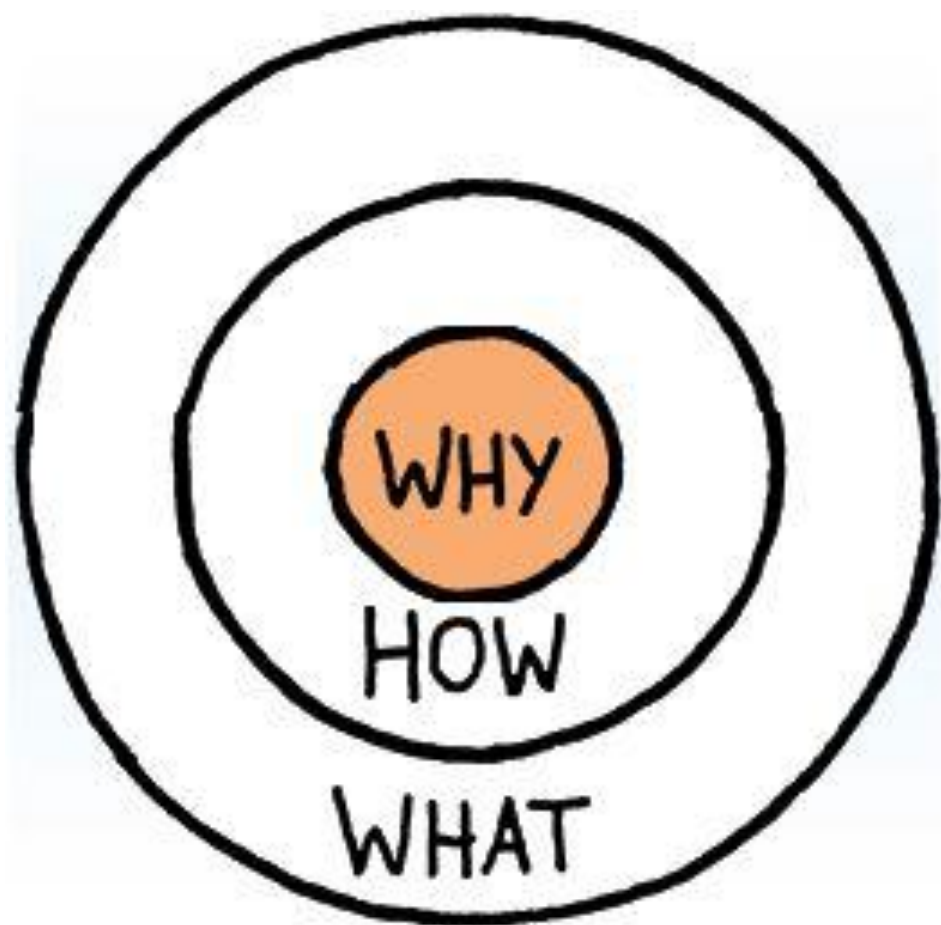
# TRUST

Are your messages on point?

- You have to always be communicating **WHAT YOU BELIEVE!**

Do you start with **WHY?**

- Simon Sinek “How great leaders inspire action” (TED)



# **RESPECT**

**feelings of deep admiration  
due to abilities or achievements**



# RESPECT

Identify industry allies who you admire.

Be willing to express the truth.

- Even if that makes you feel vulnerable



# **SYNERGY**

**creation of a whole, greater  
than the sum of its parts**



# **SYNERGY NOTES**

The power of a connected whole is extended capacity.

This is all about building resources that also pay dividends later.



TEAM: Together Each Achieves More

# **GROWTH**

**the process of increasing in  
value, size or importance**



# GROWTH

## Relationship Management

- Orchestrate a deep sense of belonging
- Develop a communication strategy



# GROWTH

- Email them love notes
- Mail a handwritten postcard
- Pick up the phone
- Show up and participate

Track the activity!



## NEXT STEPS

Want your relationship bank account to accrue interest?

Invest!



# THANK YOU!

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