Building Relationship Currency

with SHERI HAUSER

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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
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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