



# Building and Managing Relationships

# Relationship Building: What does it mean to you?



- On your tables discuss and agree 5 different things that are important in building relationships. We will then have some feedback.

# Reputations are the hardest to win but the easiest to lose.



Lets get better together

*Reputation is an idle and most false imposition; oft got without merit; and lost without deserving.*  
*William Shakespeare*

*You can't build a reputation on what you are going to do!*  
*Henry Ford*

*It takes many good deeds to win a reputation, and only one bad one to lose it.*  
*Benjamin Franklin*

*The way to build a good reputation is to endeavour to be what you desire to appear!*  
*Socrates*

# 8 Top Tips for Relationship Building

(source: Neil Fogarty - For Virgin)



- Offer before you ask.
- *If you are always asking someone for information they will say no eventually or avoid you.*
- Be a professional friend
- *Build a network, build a relationship but be wary of how you use social media.*
- Be prepared
- *Be clear, concise, brief. Ensure you know what you want to get out of a conversation before you start and make sure you get it.*
- Know when there is a line to cross
- *Some you win some you lose. Know when activity is unethical. People build relationships with those they trust and word gets around.*
- Understand the difference between position and influence
- *The CEO is not always the best person to talk to. If they aren't interested in what you want to do they will ignore it. Consider who your stakeholders are and plot their influence and motivation.*
- Be emotionally intelligent
- *Don't exclude others from discussions by monopolising. You become the party bore! Learn to flutter not clutter.*
- Eyes and ears
- *Use in proportion. Active listening will get you a lot further than constant talking.*
- Keep your word
- *If you say you will do something then do it. It won't be the hundred favours you have done that people will remember but the first one you forget to do.*

# Stakeholder Analysis

**YOUR WAY...**

Lets get better together

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C  
E

LOW -

Motivation -

HIGH

HILM

HIHM

You

LILM

LIHM

# Discussion



- Why are you involving people?
- What are your aims and goals in doing so?
- Who are you looking to build relationships with?
- Why will they want to get involved with you?  
What is in it for them?