

A photograph of three people in professional attire laughing heartily at a social event. On the left, a man in a dark suit and a light-colored striped shirt is laughing with his mouth wide open, holding a wine glass. In the center, a woman with long blonde hair, wearing a dark blazer and a pearl necklace, is also laughing with her mouth open. On the right, a man in a dark suit, blue tie, and glasses is laughing, holding a wine glass. The background is dark and out of focus.

# Just One Reason

The Power of Professional Relationships

@AndyLopata

# IMEX 'Total Partnership Mindset'

"Once stakeholders join in, your activity gets multiplied"

Nalan Emre, COO IMEX

*“Blessed are they who  
give without  
remembering and  
receive without  
forgetting.”*

*Elizabeth Asquith  
Bibesco*



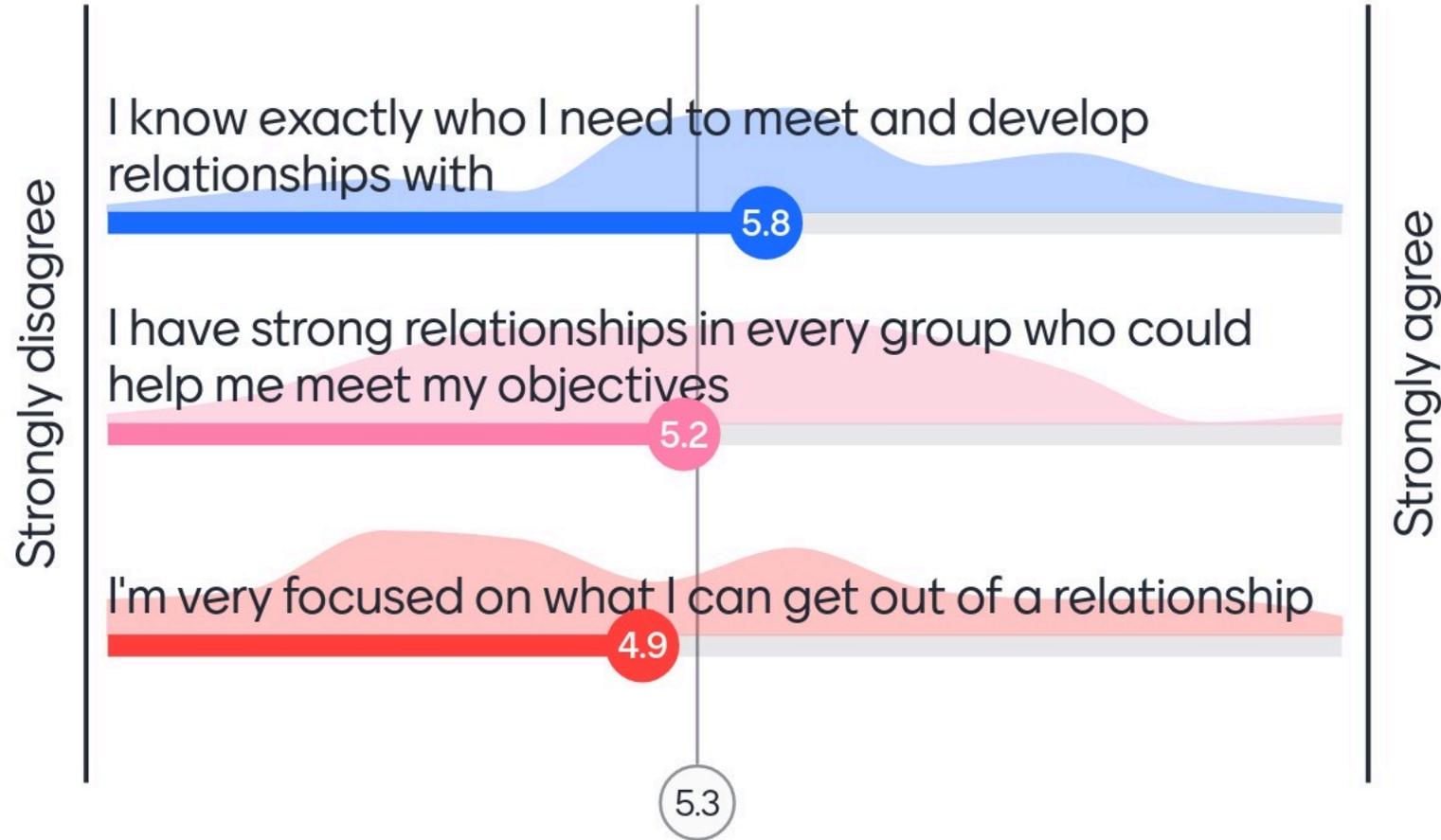
# The Power of Professional Relationships

- A strong network of individuals IN A POSITION to help and support you
- Strong relationships with those individuals so that they WANT to help you
- Clarity of message and a willingness to ask so that they ARE ABLE to help you

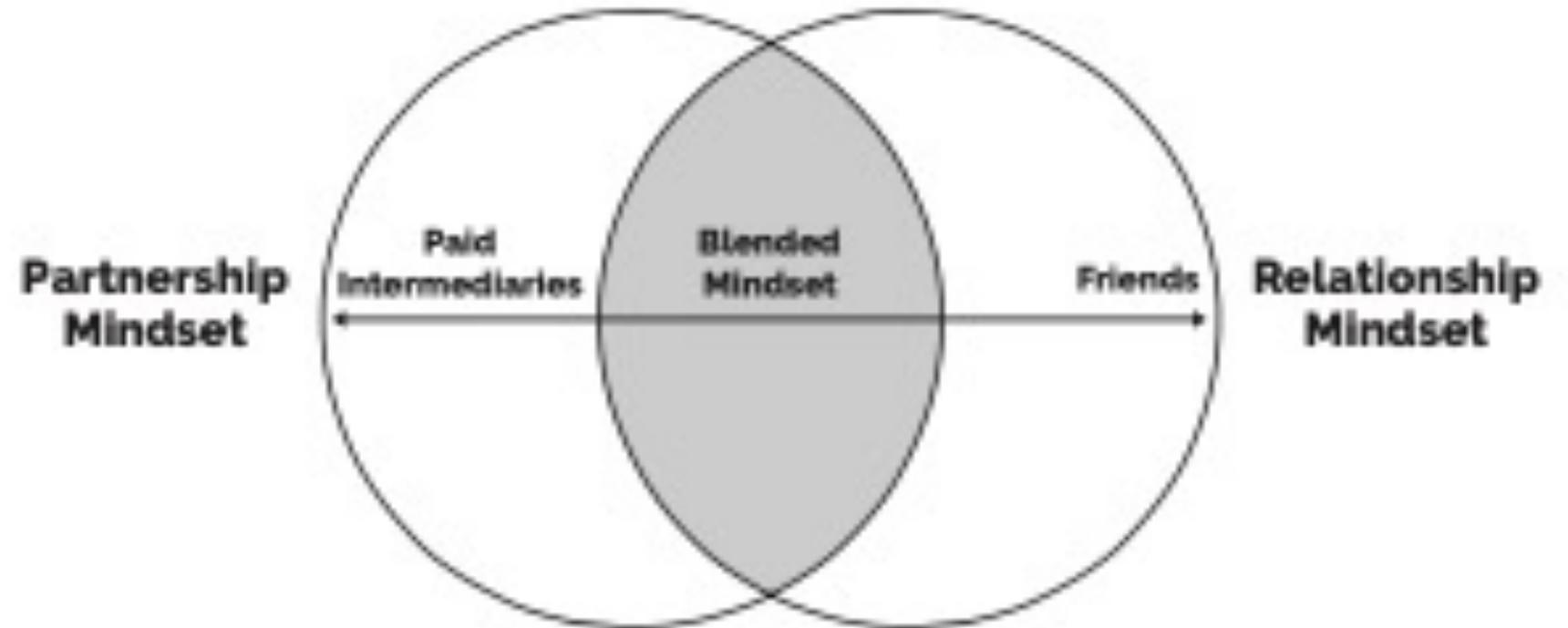
# Building Your Professional Relationships



# How strategic are you in developing professional relationships?



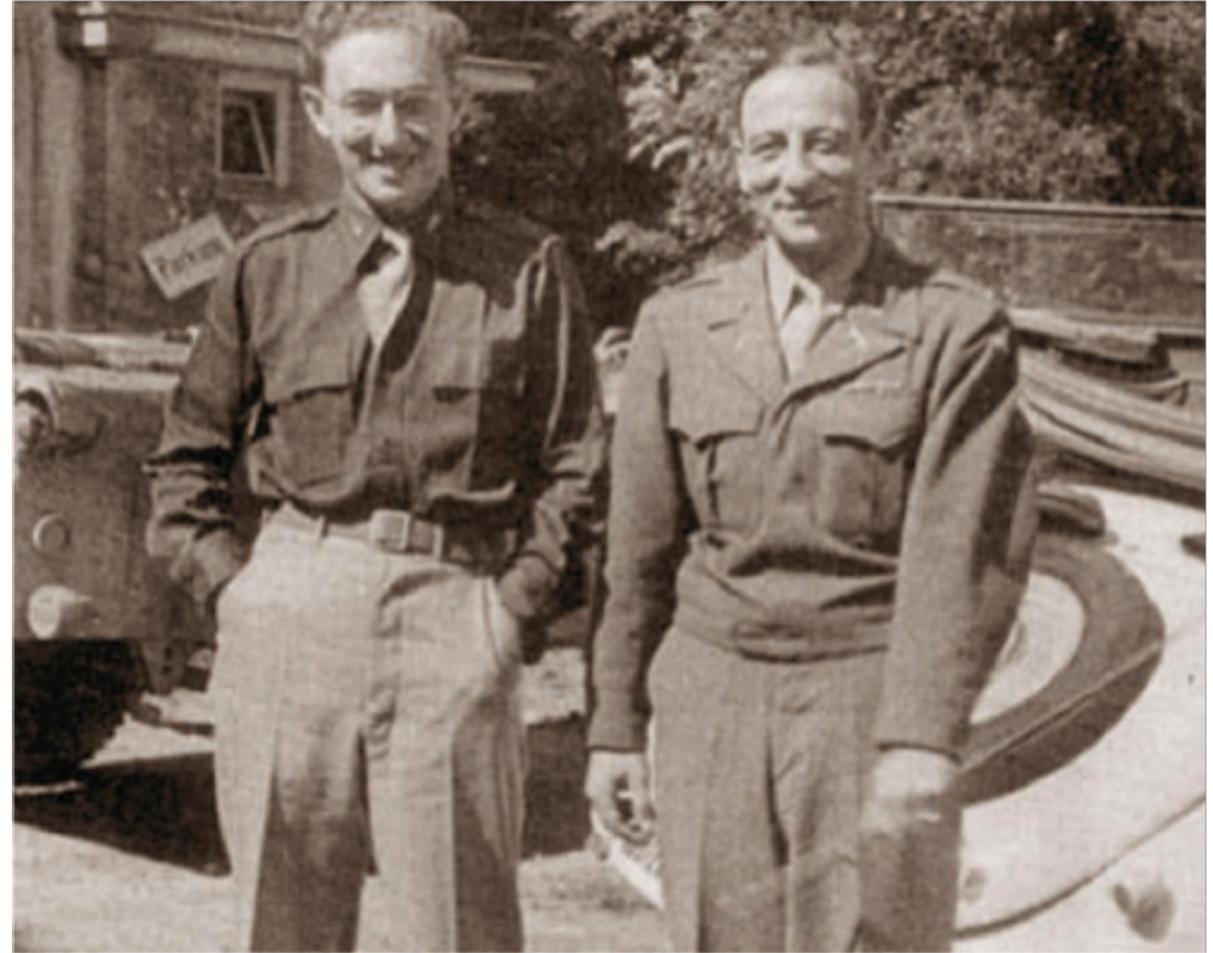
# Building Your Professional Relationships



*“You are beginning to behave in a way that is no longer human and people who admire you are starting to regard you as cool, perhaps even cold ....*

*You see too many ‘important’ and not enough ‘real’ people.”*

*Fritz Kraemer to Henry Kissinger, 1958*



# Building Your Professional Relationships

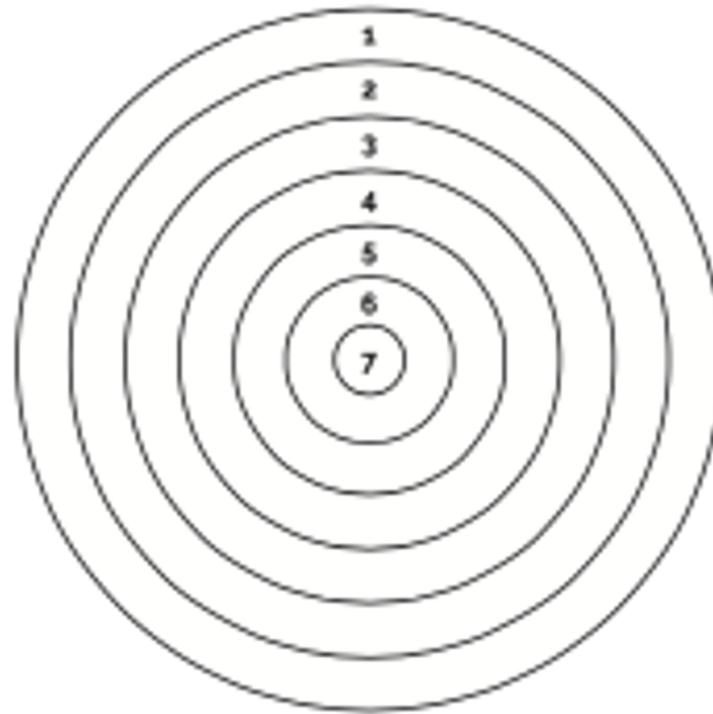
- Introduction
- Online
- Events

# Nurturing Professional Relationships



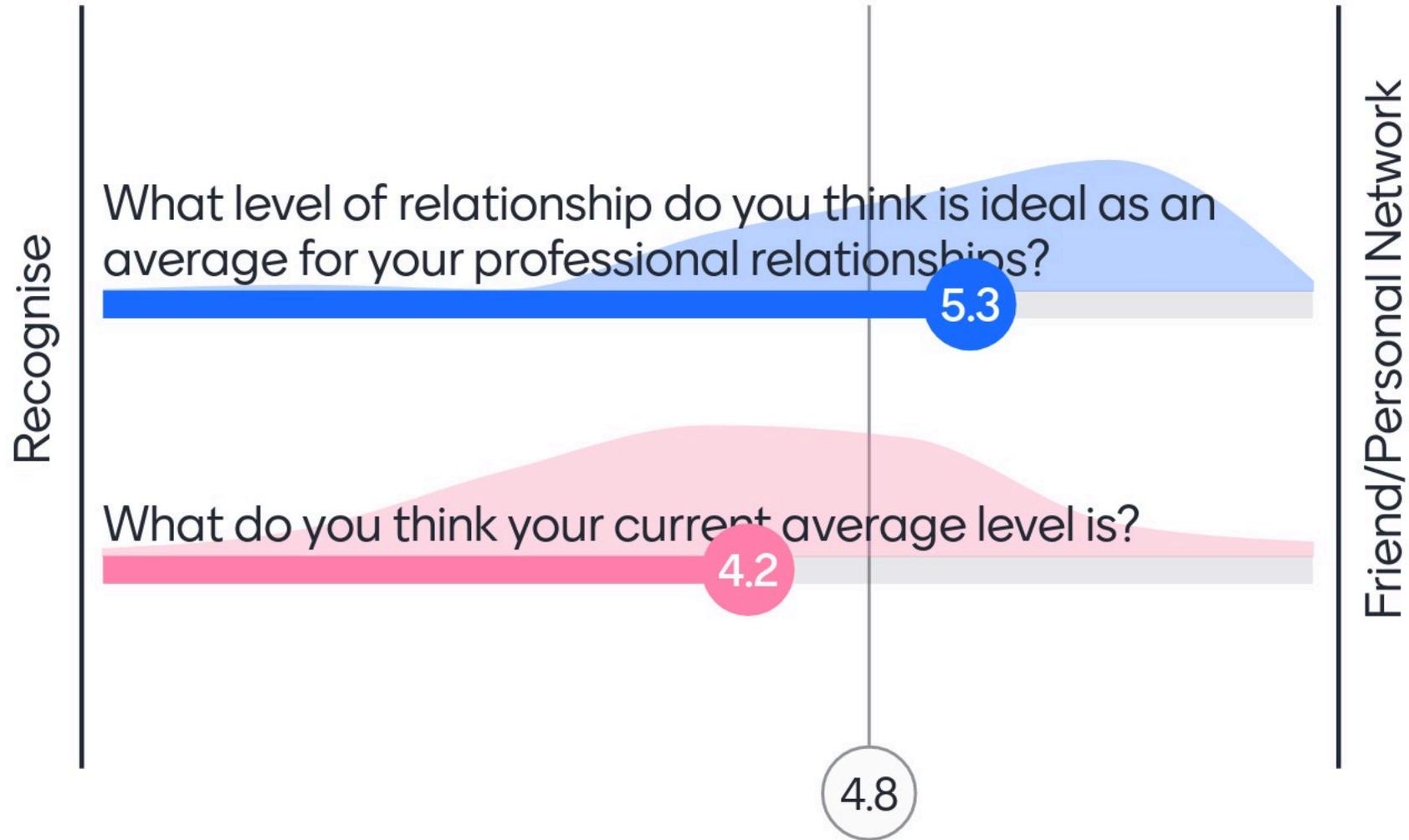
# Nurturing Professional Relationships

## The Structure of a Network



1. *Recognise*
2. *Know*
3. *Like*
4. *Trust*
5. *Support*
6. *Advocate*
7. *Friend* (moving into your personal network)

# How deep are your professional relationships?



# Nurturing Professional Relationships – Building the Connection

- Commonality and Vulnerability
- The 'I' Test
- No agenda
- Exceed expectations
- Consistent and frequent
- Play where they play

# Leveraging Professional Relationships



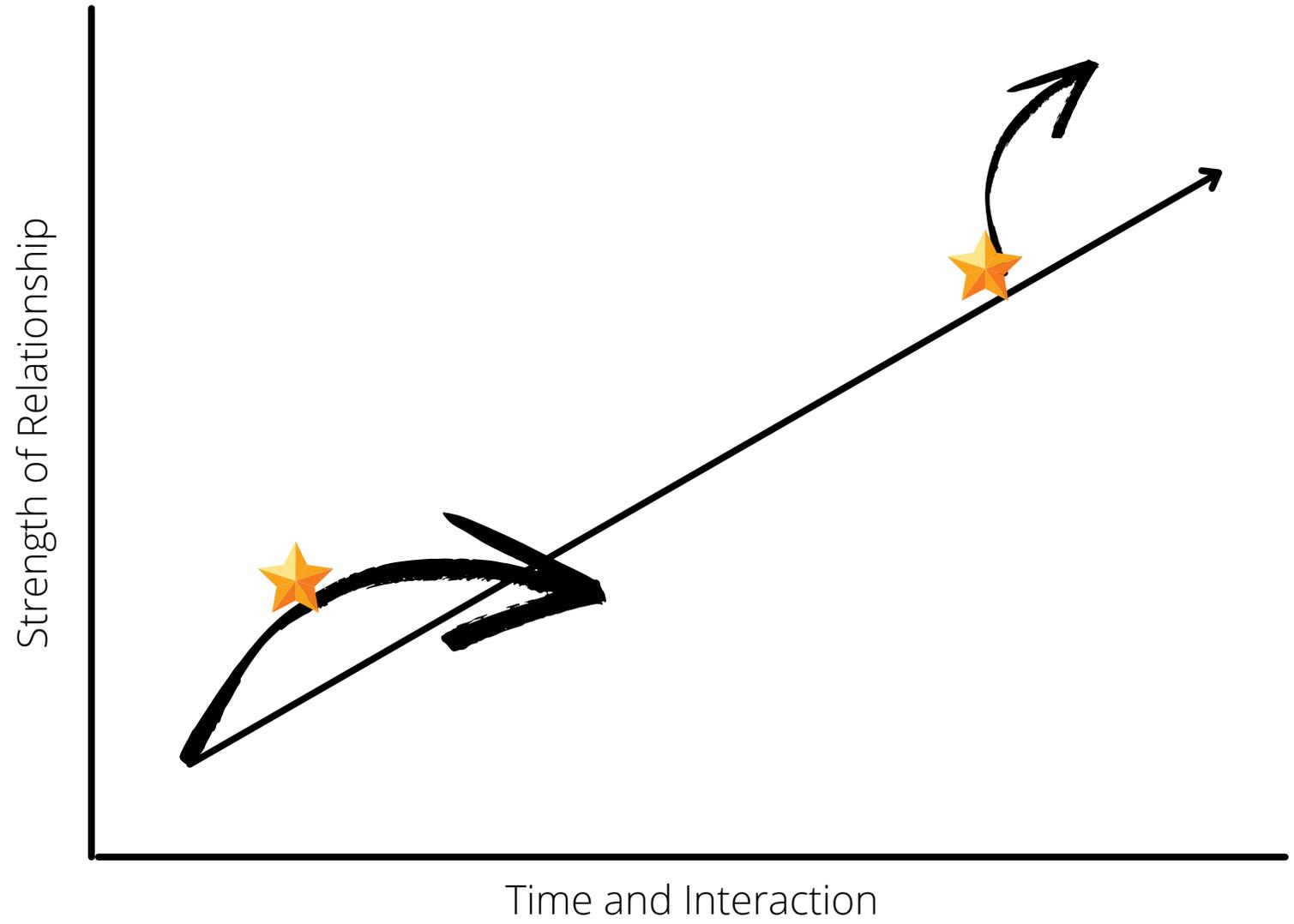


# Leveraging Professional Relationships – Why We Don't Ask

- We don't want to be a burden
- We don't want to be seen as weak
- We assume

# Leveraging Professional Relationships – How to Ask for Help

- Know the strength of the relationship
- Make it easy for the other person
- Show appreciation



★ Point of asking for the sale/referral/help

- People are IN A POSITION to help you (Build)
- People WANT to help you (Nurture)
- People are ABLE to help you (Leverage)

For further resources, including the slides and poll results from today's presentation and information on how to reach out to me, please visit:

[lopata.co.uk/academisummer](https://lopata.co.uk/academisummer)

