

A photograph of three people laughing together at a social event. On the left, a man in a dark suit and a light-colored striped shirt is laughing heartily, holding a wine glass. In the center, a woman with long blonde hair, wearing a dark top and a pearl necklace, is also laughing with her eyes closed. On the right, a man in a dark suit, blue tie, and glasses is laughing and 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.”*

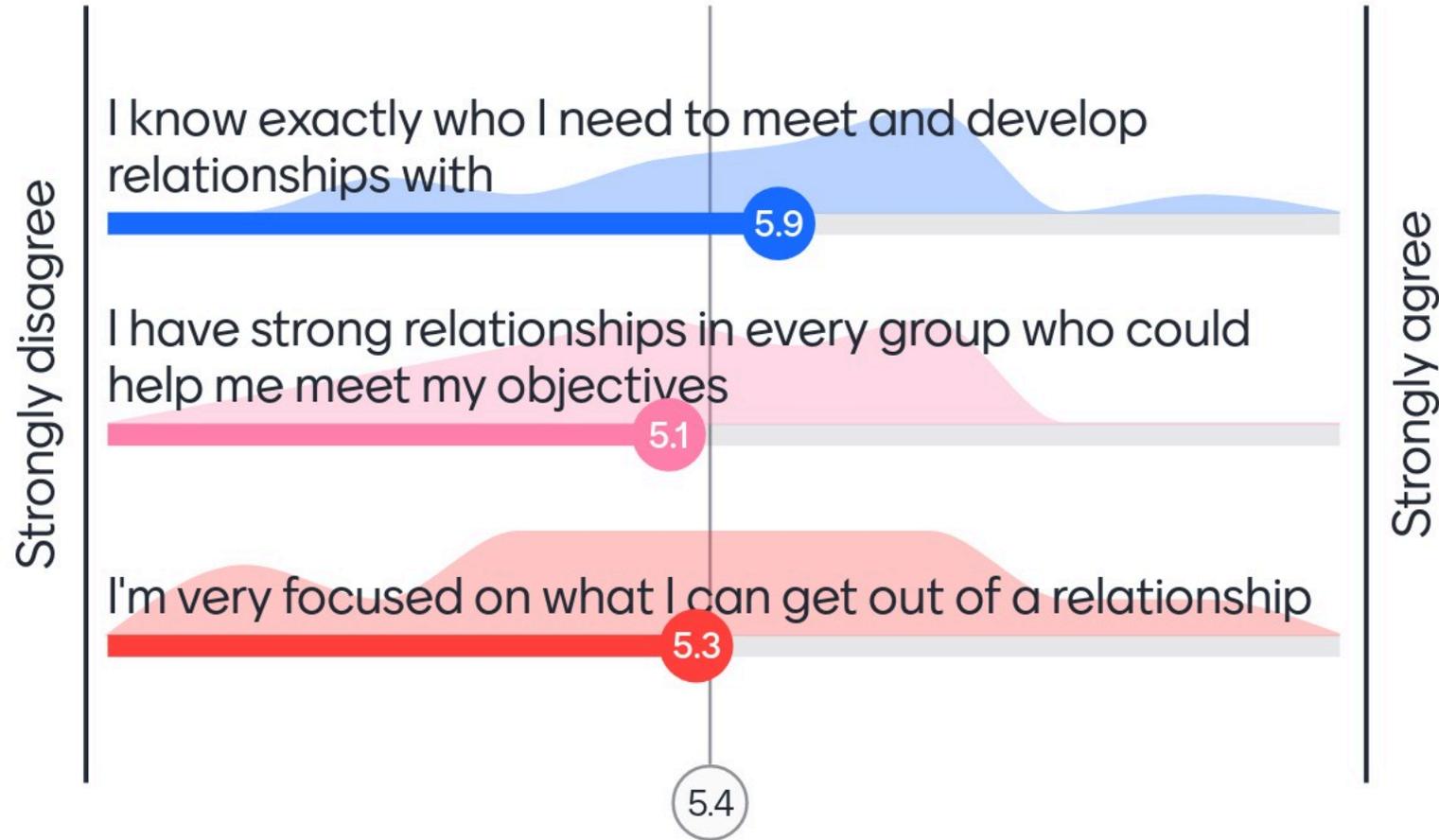
*Elizabeth Asquith
Bibesco*



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

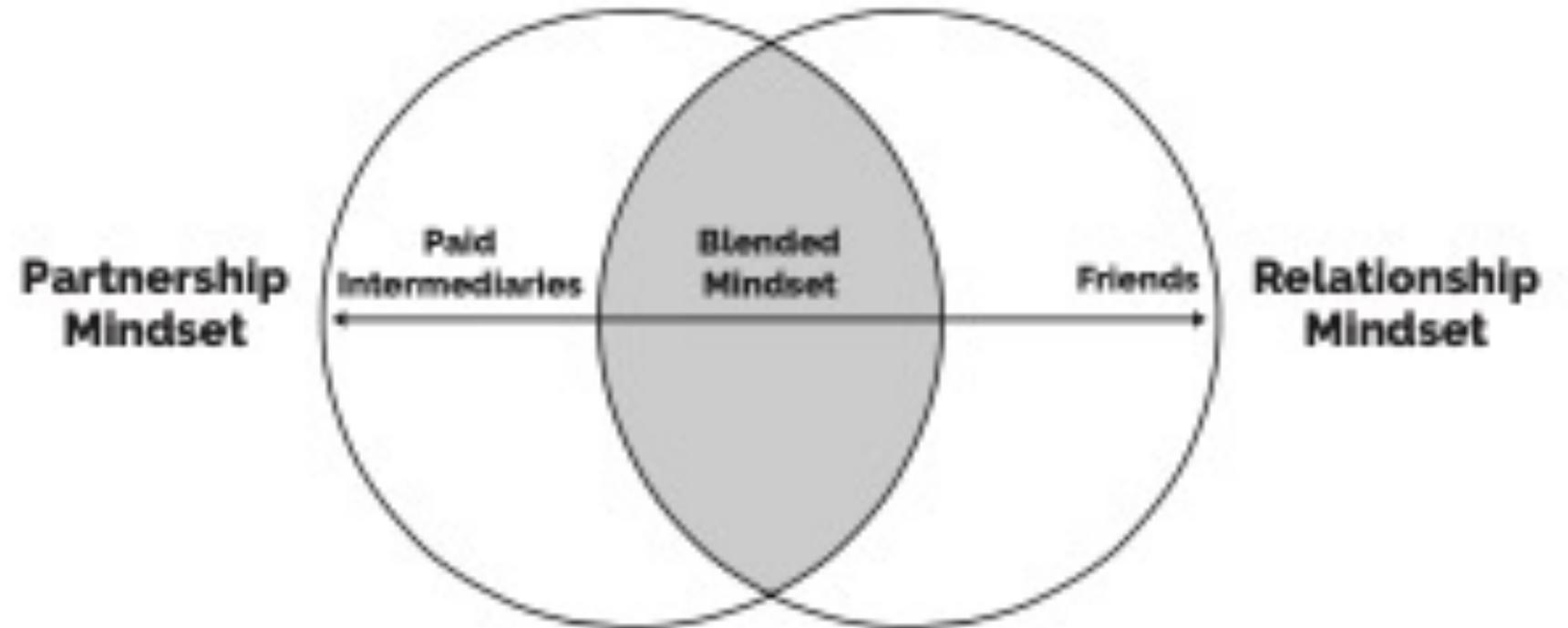
How strategic are you in developing professional relationships?



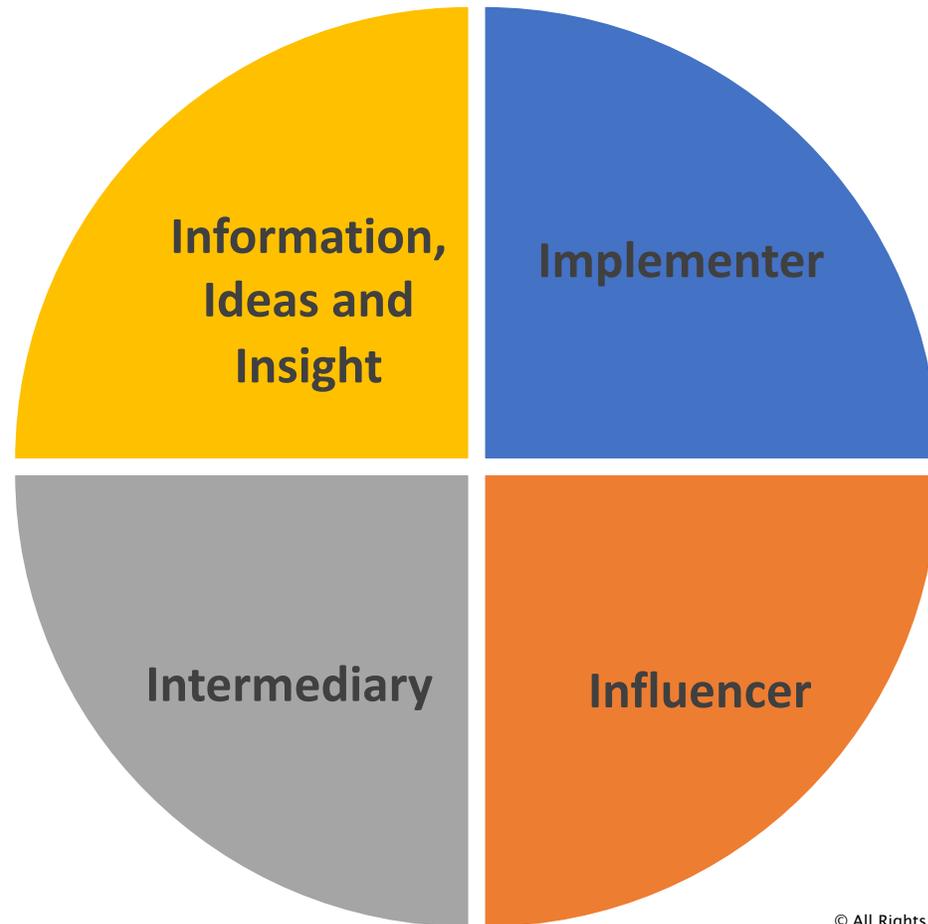
Building Your Professional Relationships



Building Your Professional Relationships



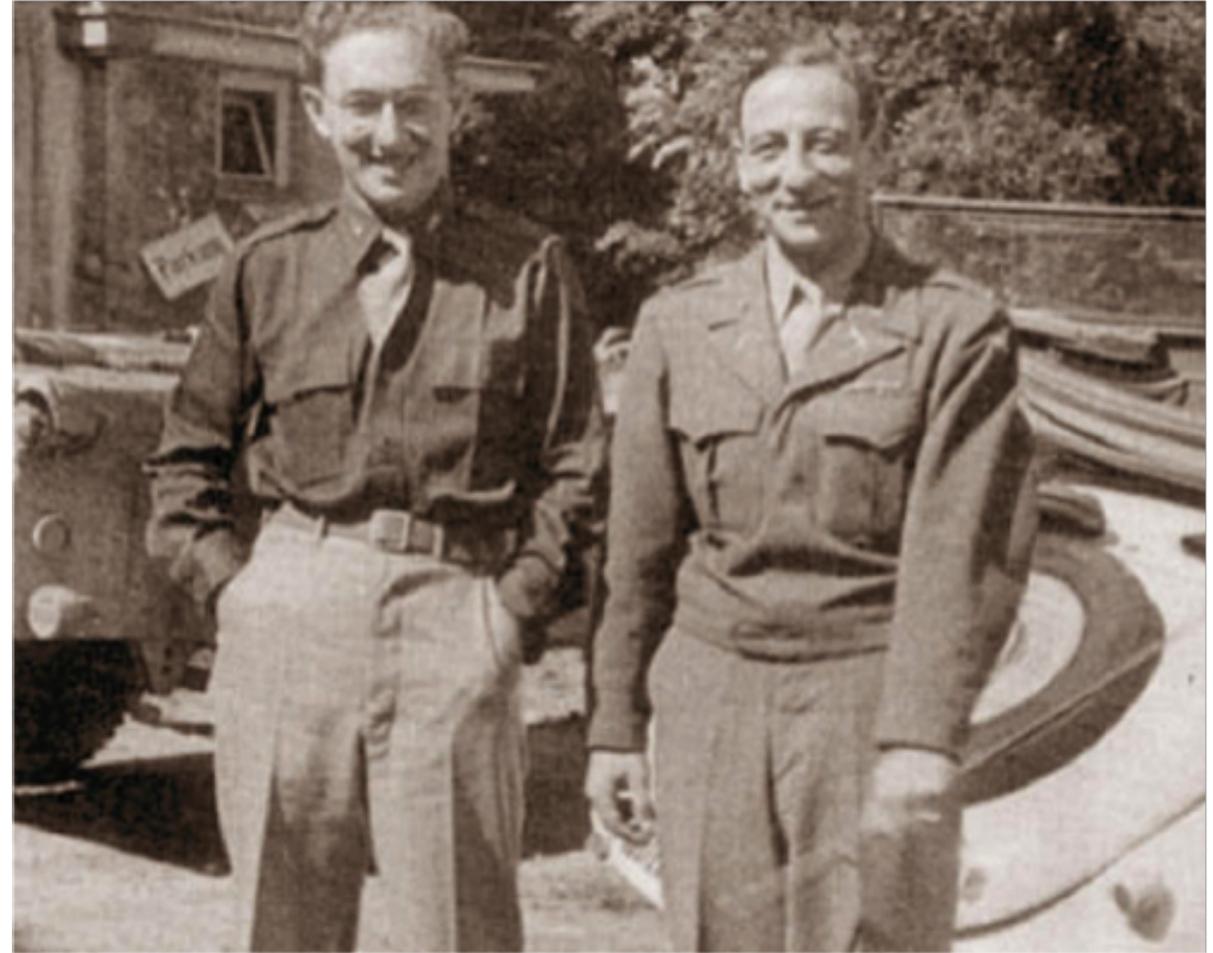
Building Your Professional Relationships



“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



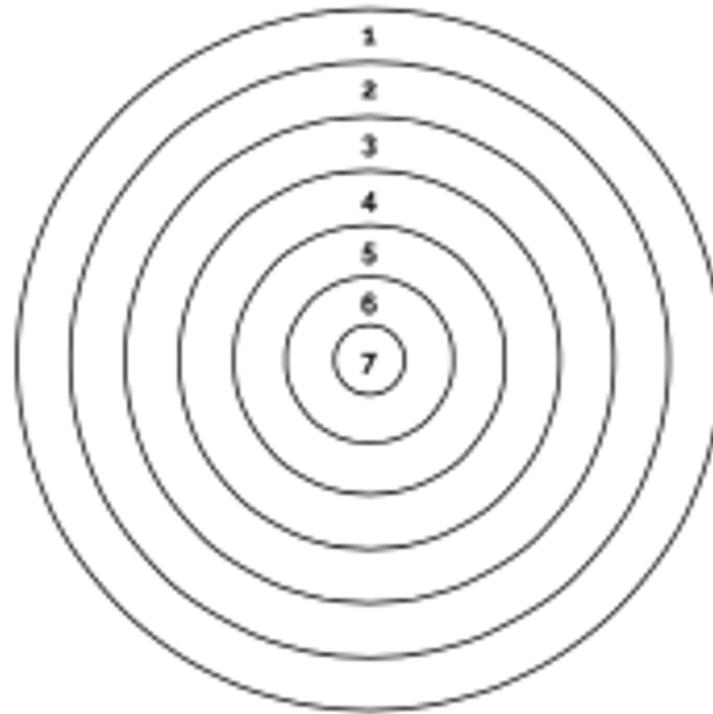
- Where have you developed strong strategic relationships in your career?
- Where have natural relationships developed that have benefited one party or the other?

Nurturing Professional Relationships



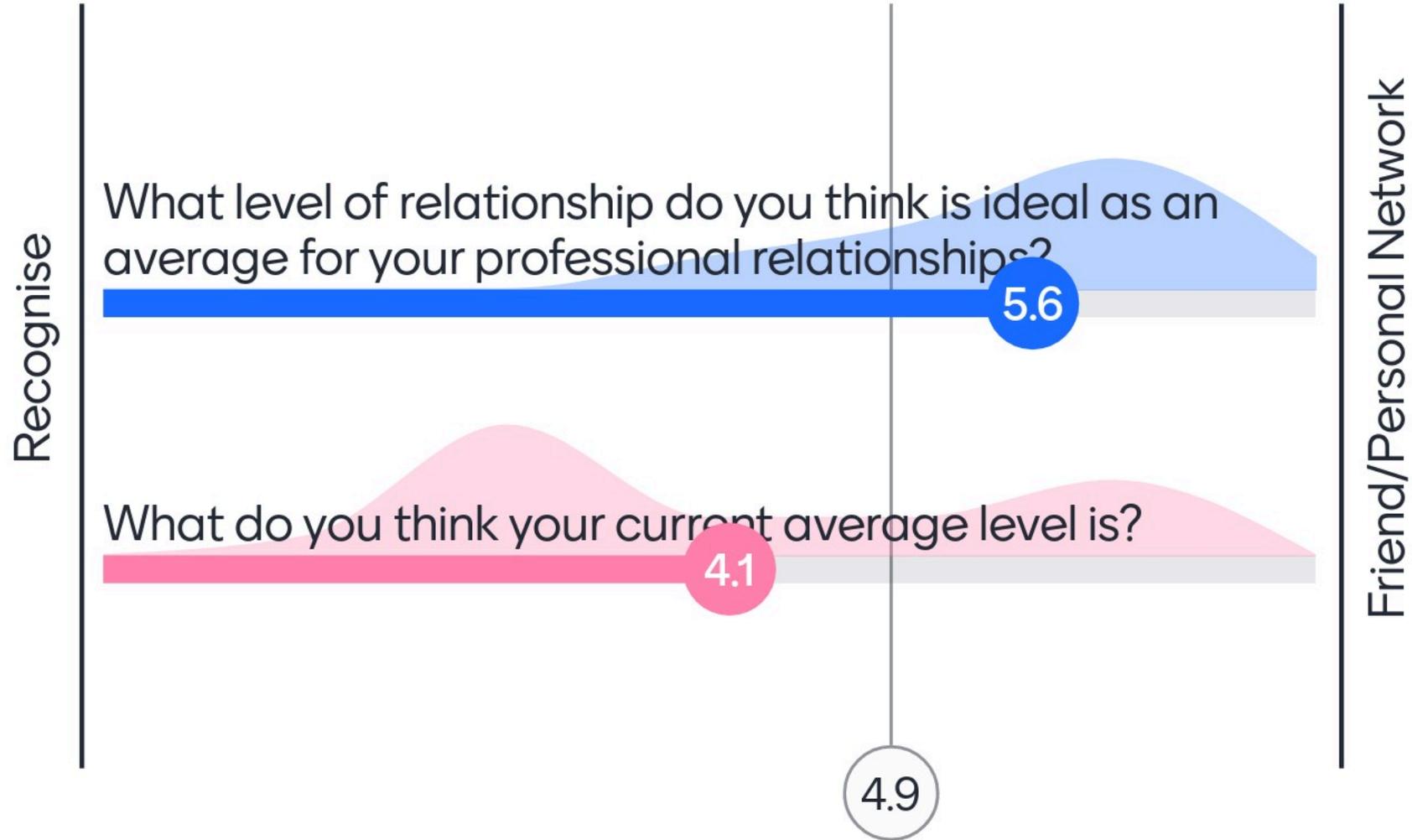
Nurturing Professional Relationships

The Structure of a Network



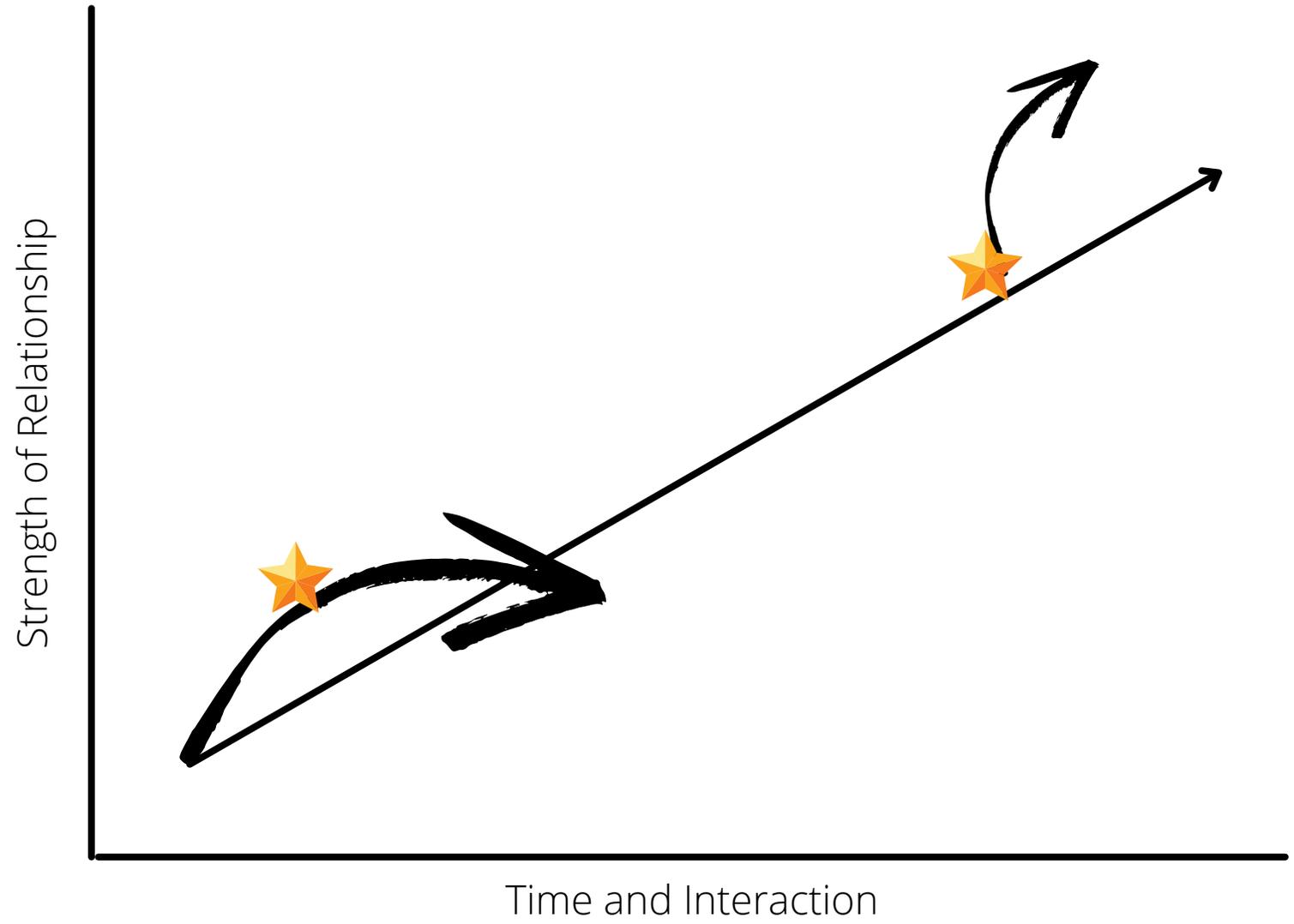
1. *Recognise*
2. *Know*
3. *Like*
4. *Trust*
5. *Support*
6. *Advocate*
7. *Friend* (moving into your personal network)

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



★ Point of asking for the sale/referral/help

- How have you successfully developed relationships?
- What challenges have you faced maintaining the right balance?

Leveraging Professional Relationships



How do you feel when you need to ask for help from your network?



Leveraging Professional Relationships

- 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/crowellmoring

