

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*



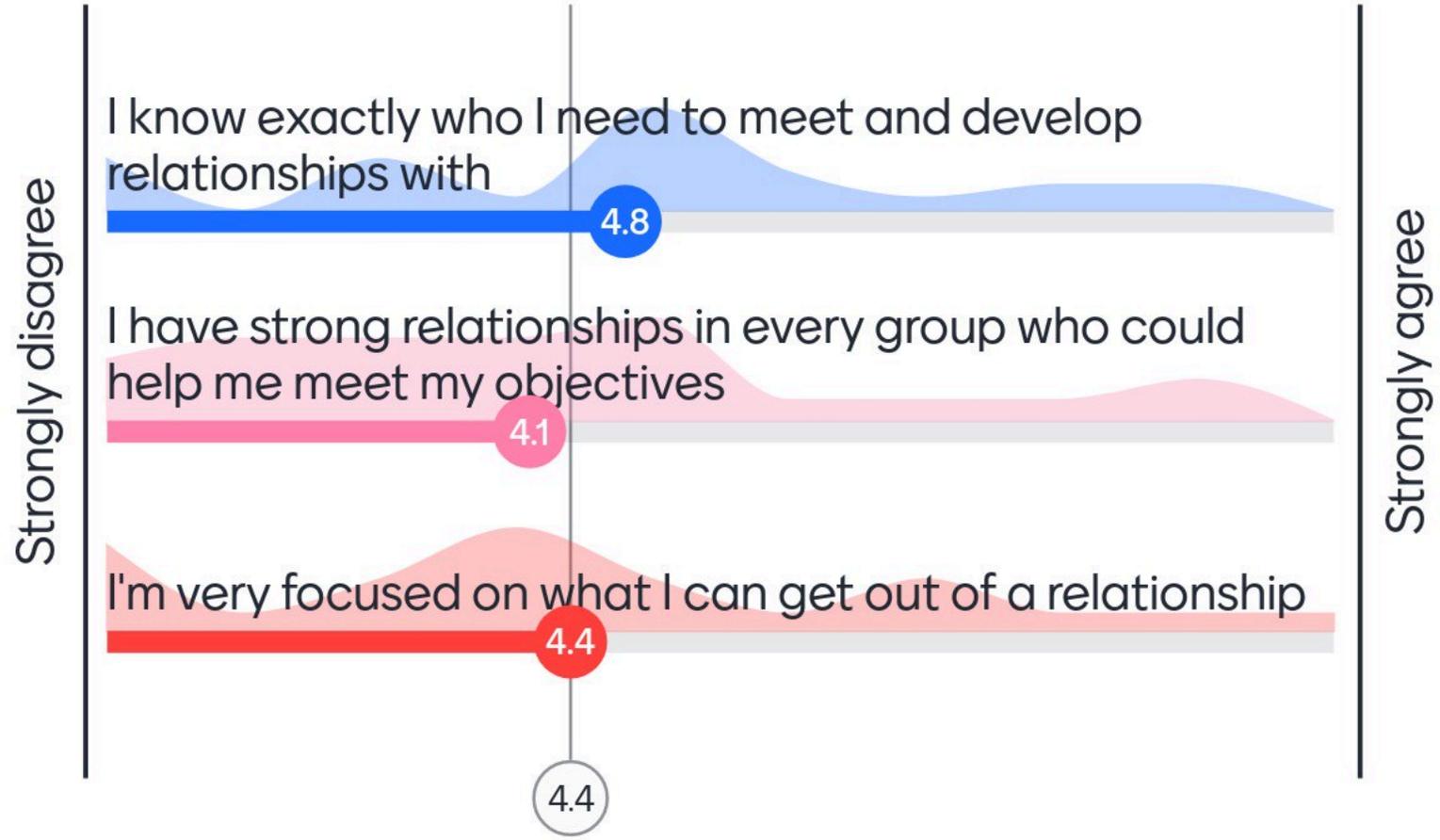
The Power of Professional Relationships

- 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

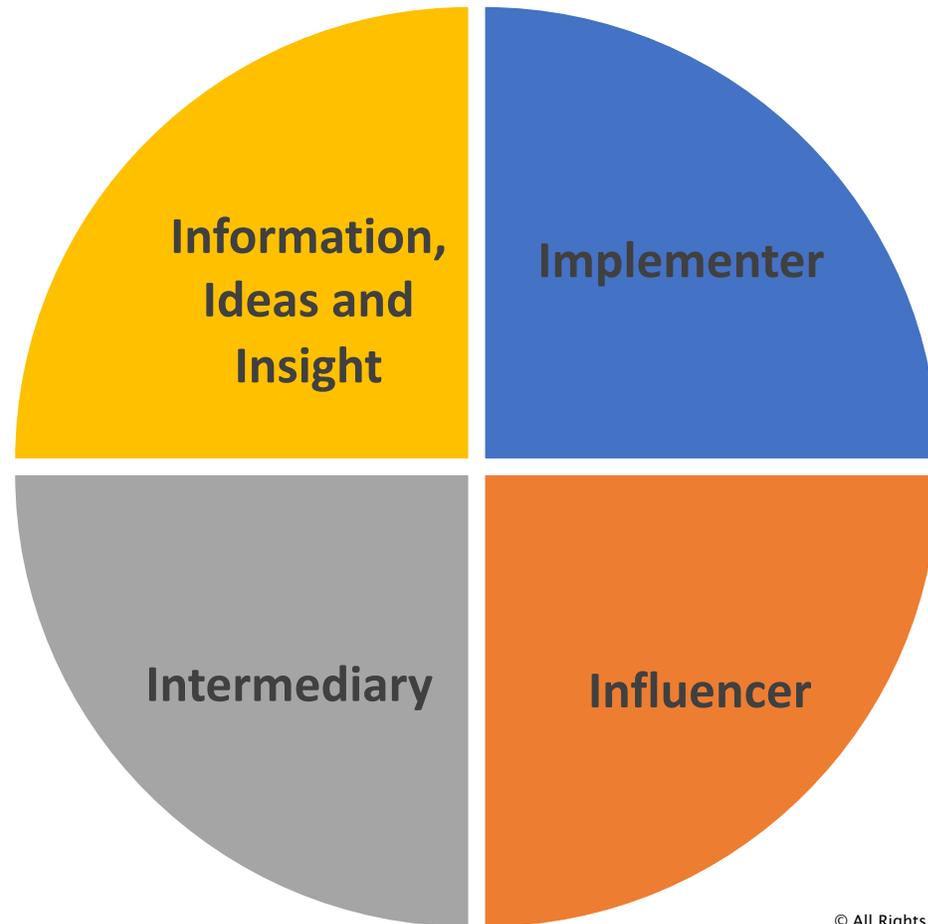
Building Your Professional Relationships



How strategic are you in developing professional relationships?



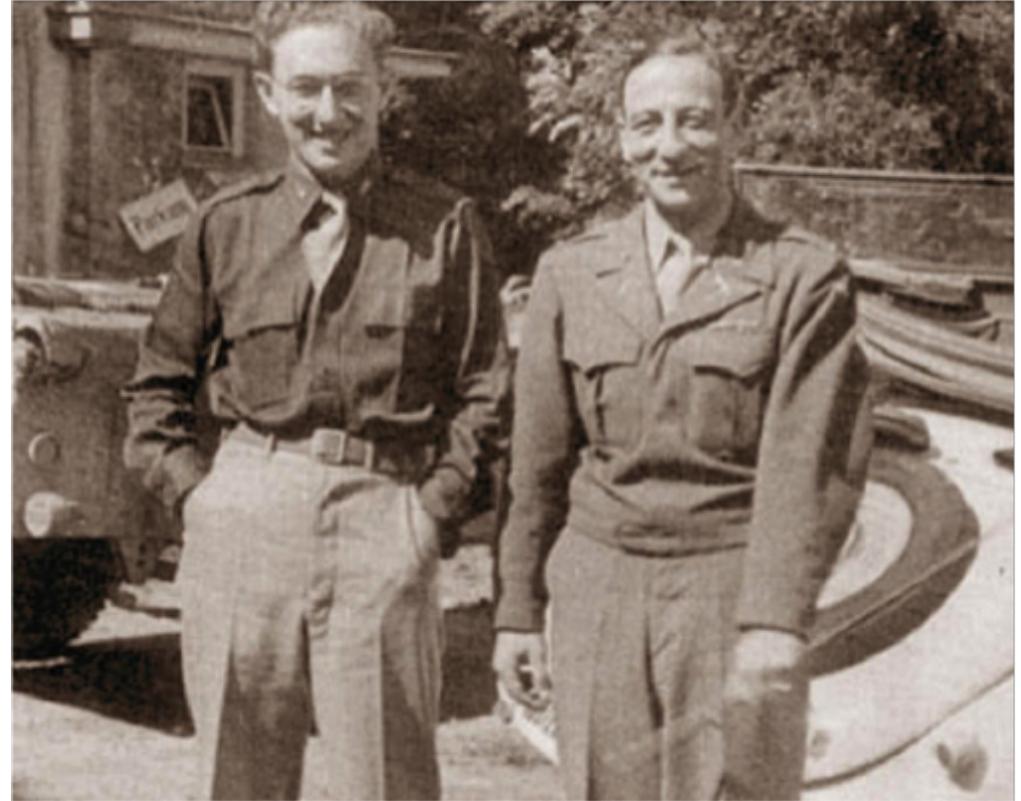
Building Your Professional Relationships



“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

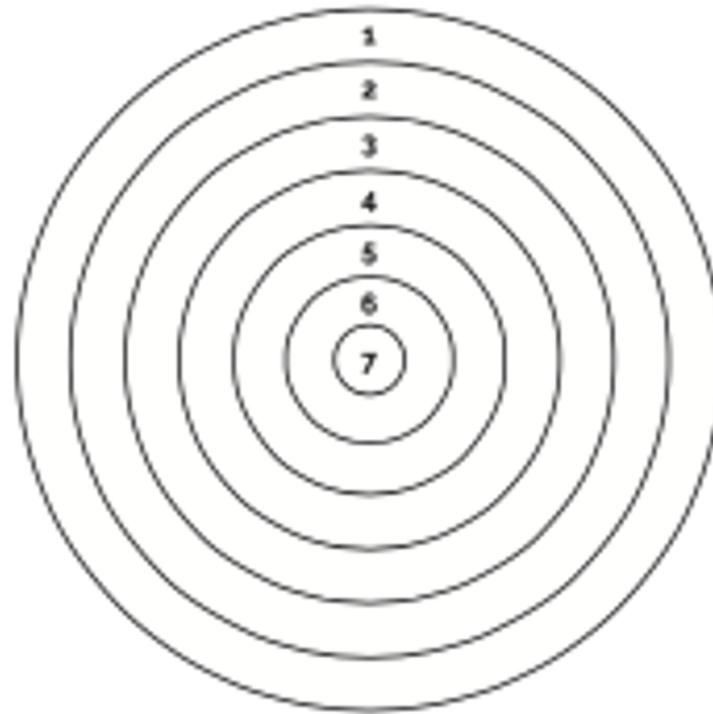
- Introduction
- Online
- Events

Nurturing Professional Relationships



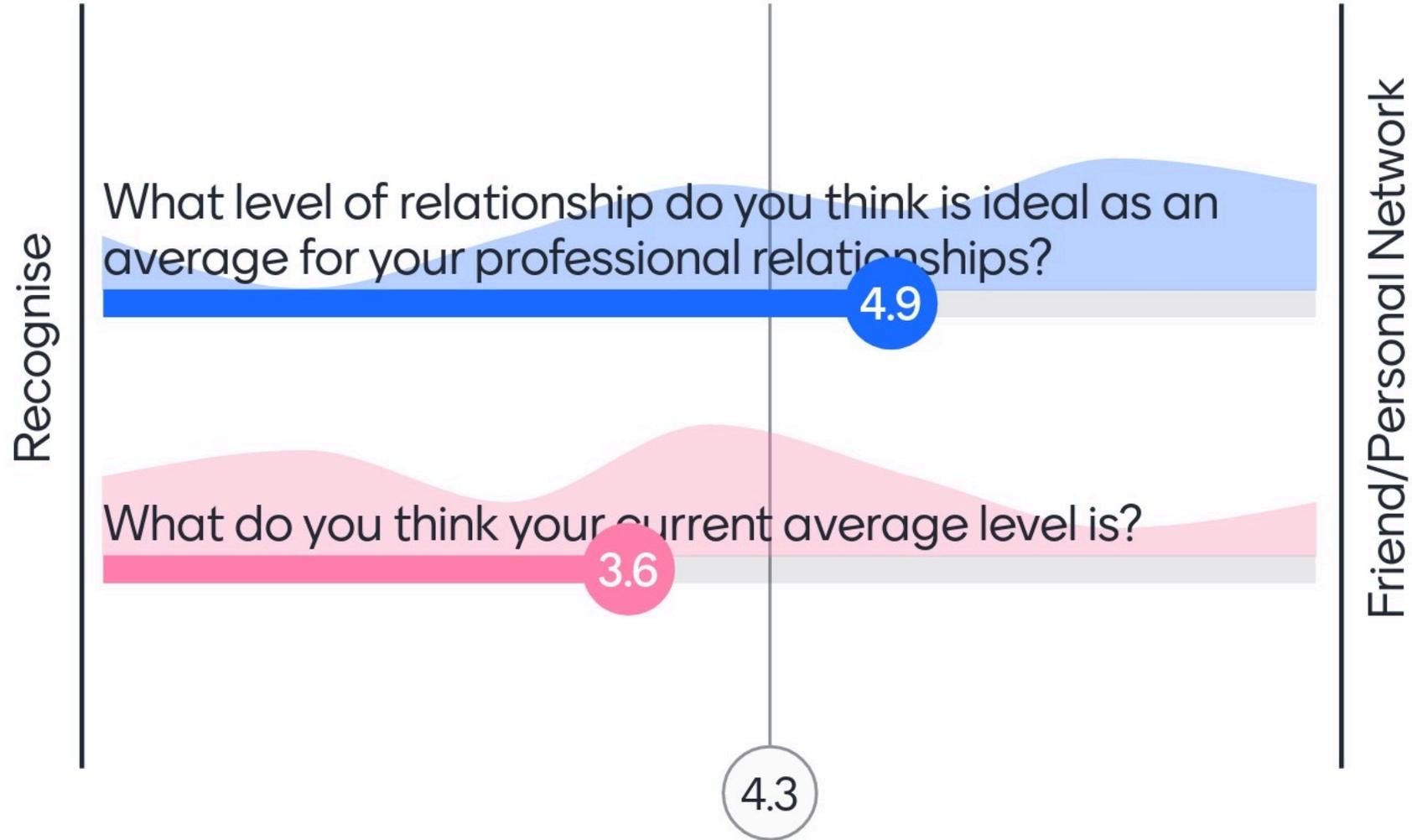
Nurturing Professional Relationships

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



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

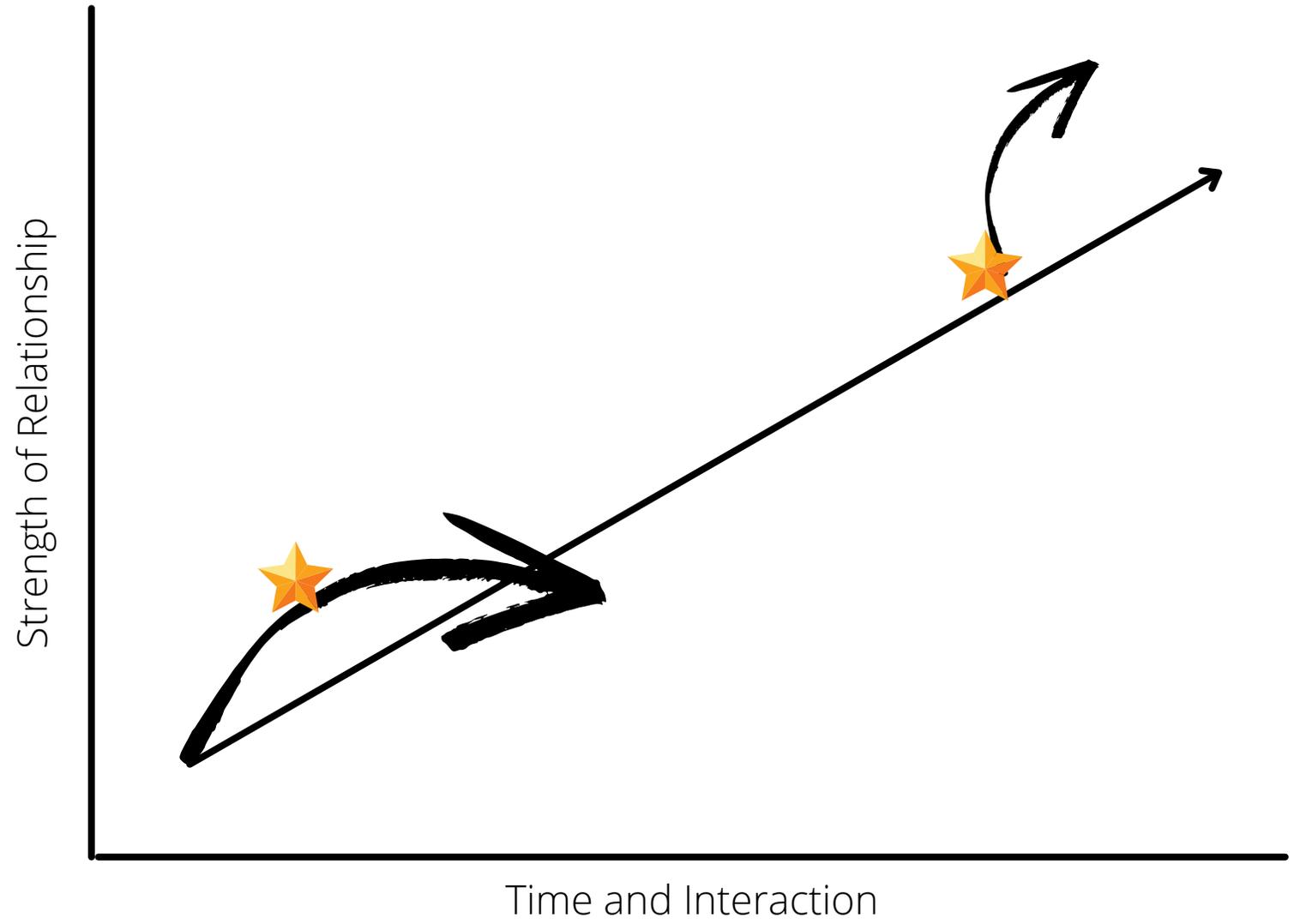


Leveraging Professional Relationships – Why We Don't Ask

- 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 key slides and poll results from today's presentation and information on how to reach out to me, please visit:

lopata.co.uk/nypljune21

