

# "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.”*

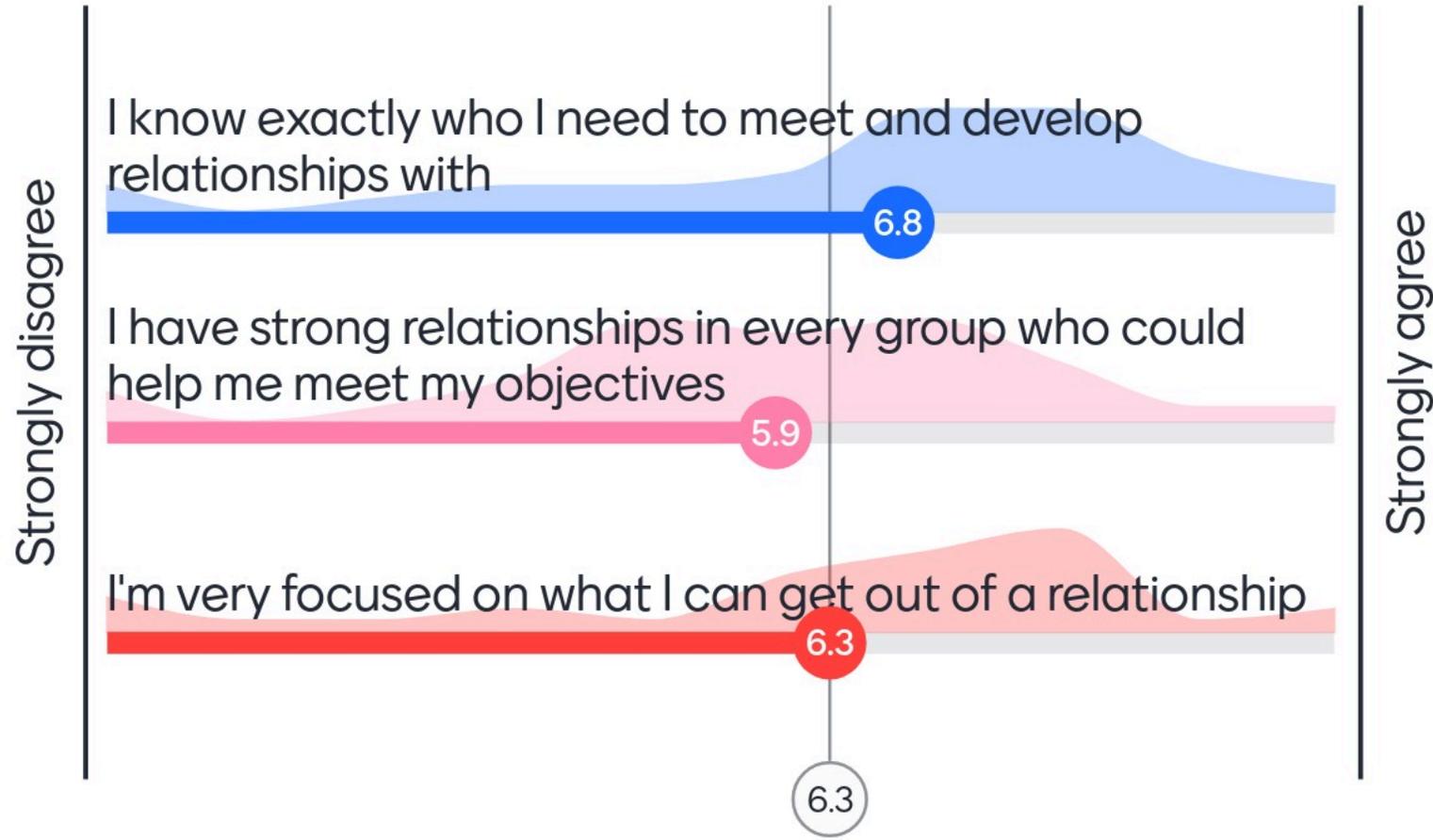
*Elizabeth Asquith Bibesco*



# 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

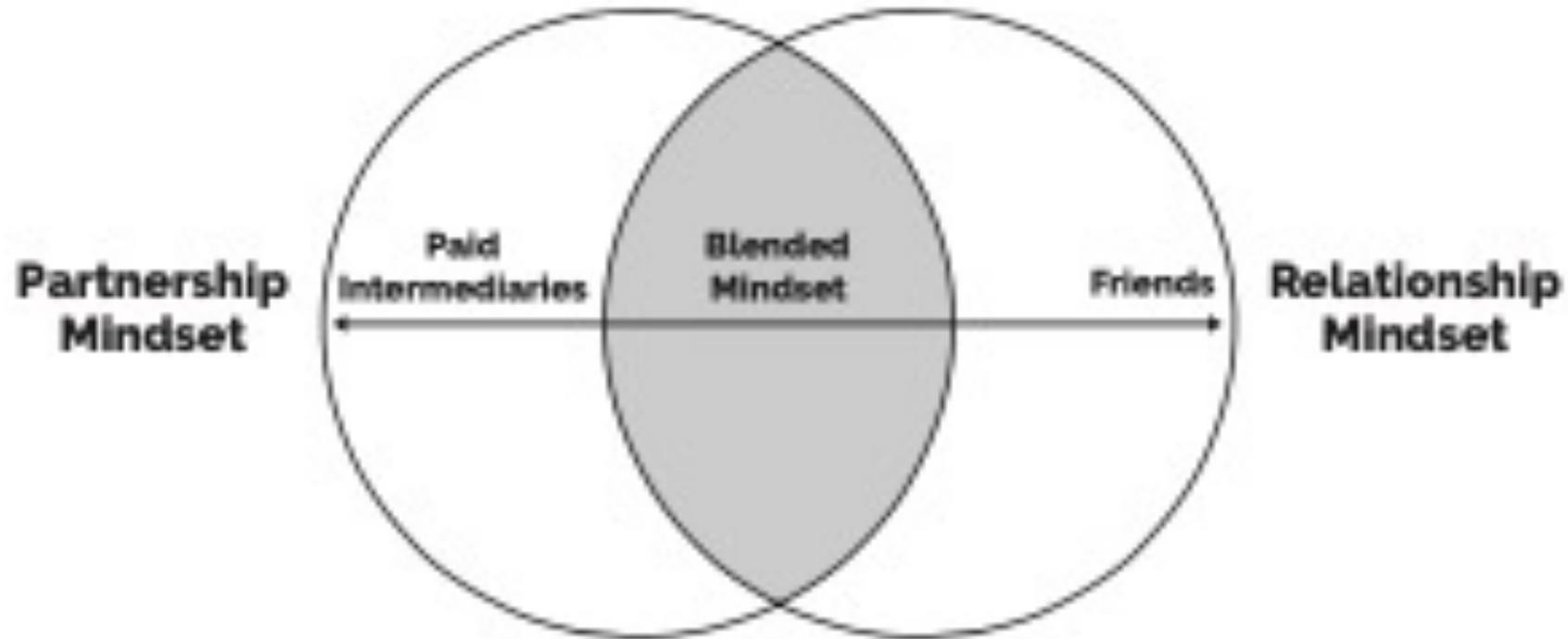
# How strategic are you in developing professional relationships?



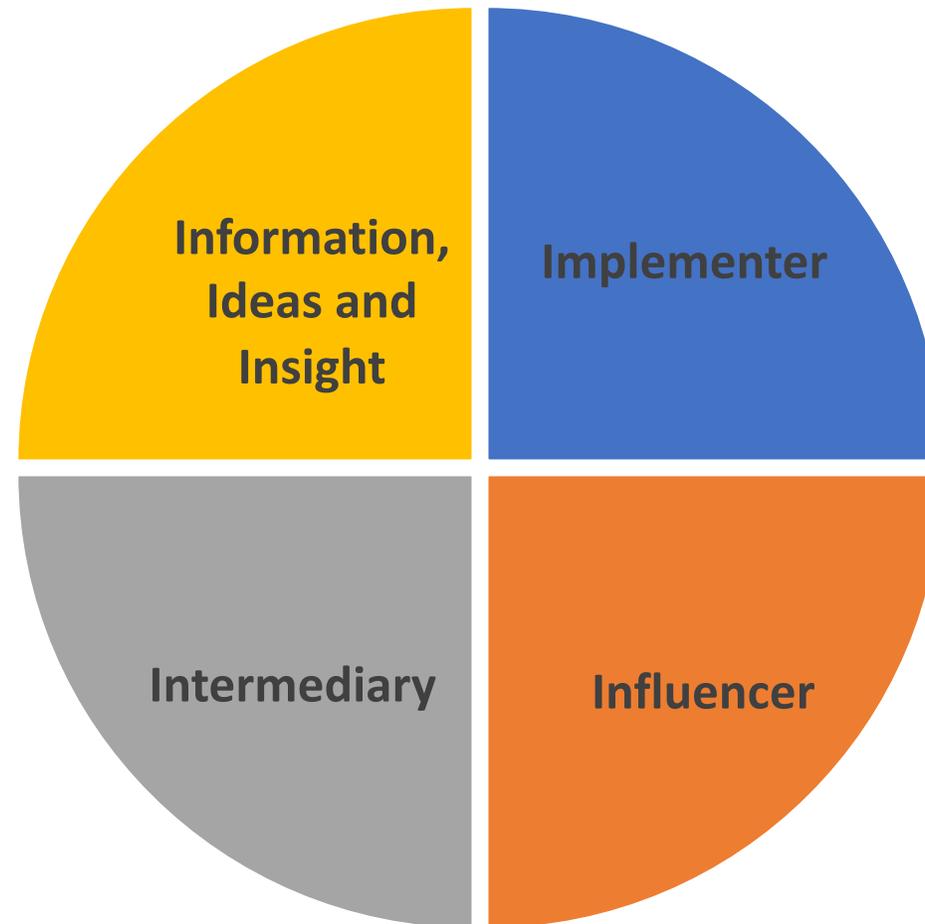
# Building Your Professional Relationships



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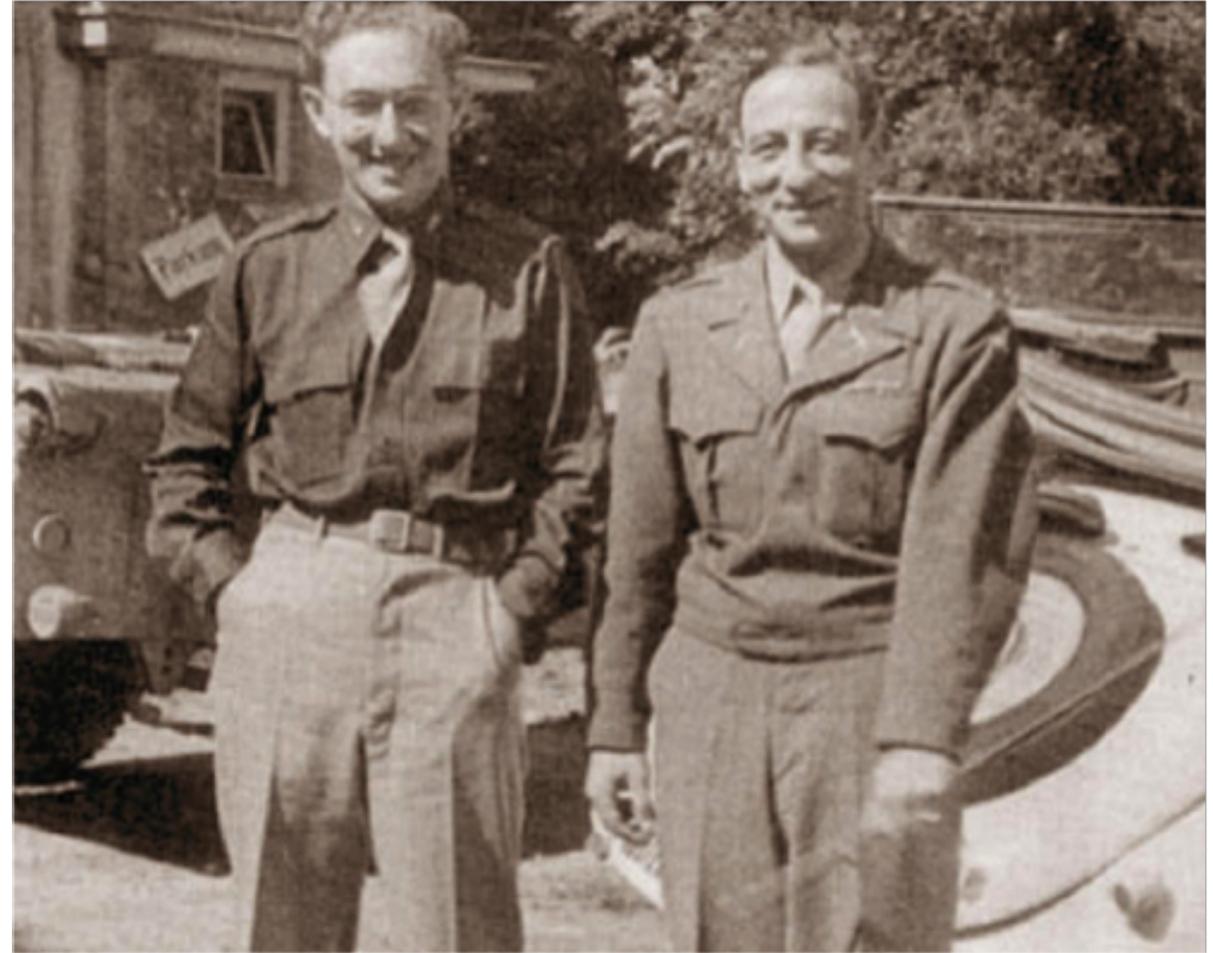
# Building Your Professional Relationships



*“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*

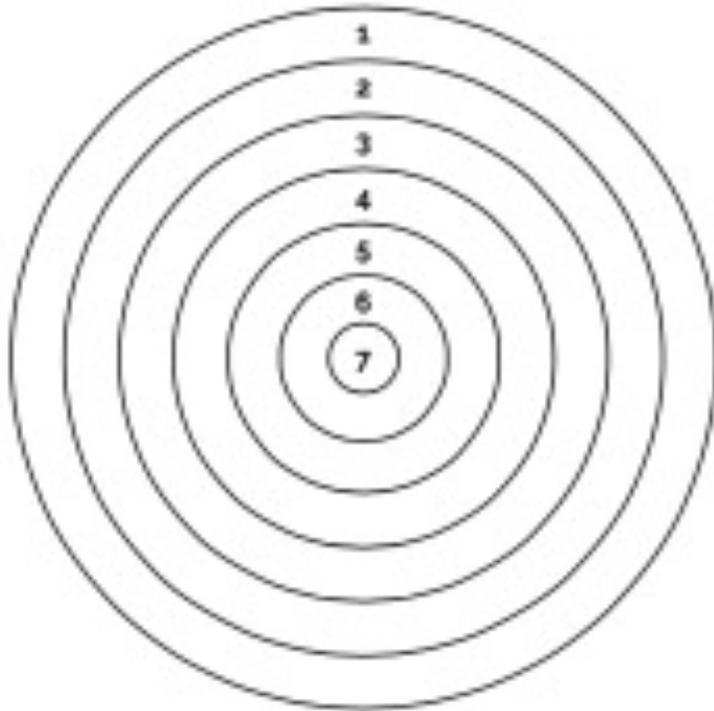


# Nurturing Professional Relationships



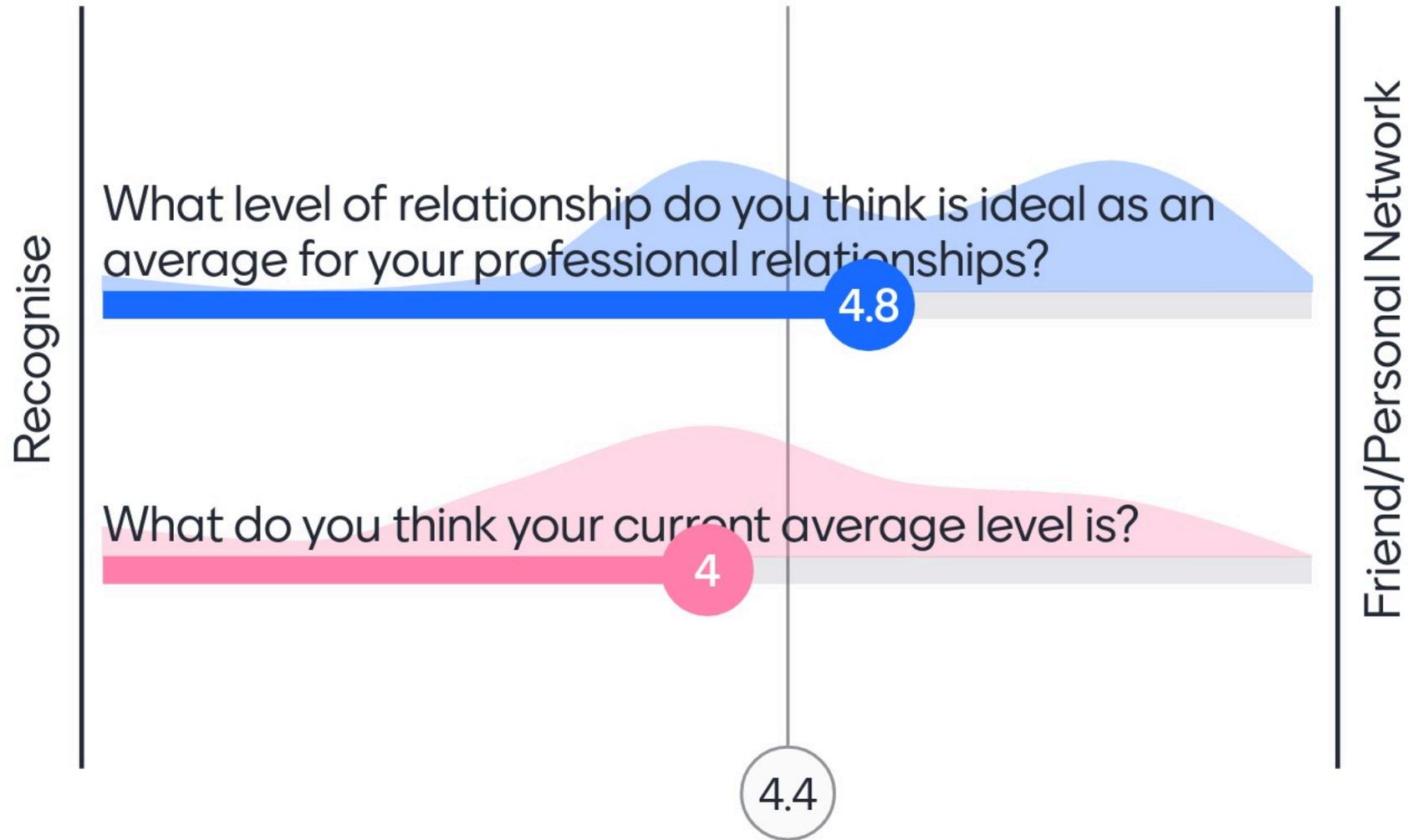
# Nurturing Professional Relationships

## The Structure of a Network



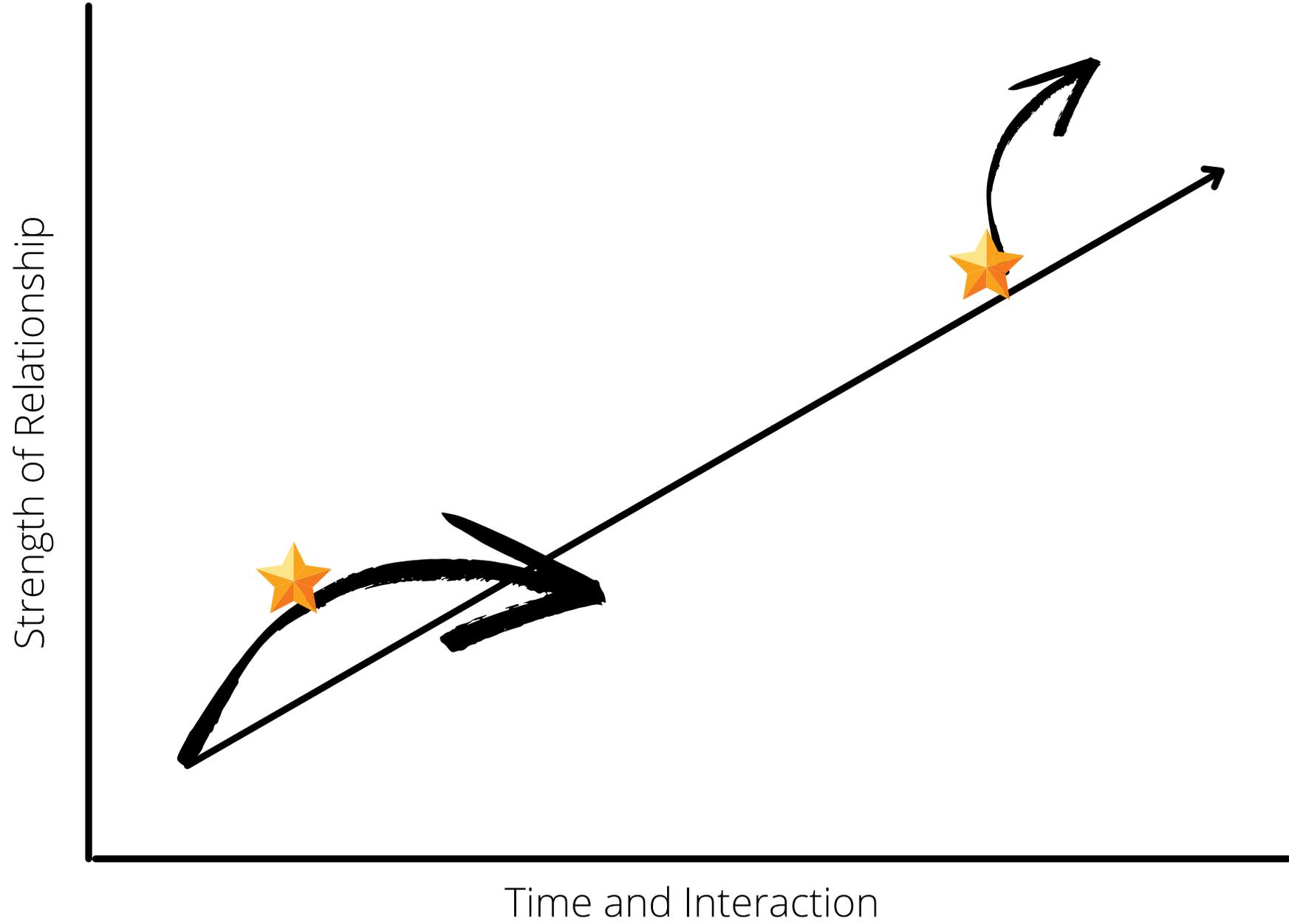
1. *Recognise*
2. *Know*
3. *Like*
4. *Trust*
5. *Support*
6. *Advocate*
7. *Friend* (moving into your personal network)

# 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

# Leveraging Professional Relationships



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



# Leveraging Professional Relationships – The Foundations

- Willing to refer you
- Understand how to refer you
- Are able to refer you

# Leveraging Professional Relationships

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

If you have further questions or would like to discuss how I could support you or your team, please reach out to me at [andy@lopata.co.uk](mailto:andy@lopata.co.uk).

