



Professional Relationship Strategy | Keynote Speeches | Mentoring | Masterclasses - Virtual and In Person

Introducing Andy Lopata & Key Sessions

An expert on building, nurturing and leveraging professional relationships, Andy Lopata was called 'one of Europe's leading business networking strategists' by the Financial Times and 'a true master of networking' by Forbes.com. He is a podcast host, the author of five books on networking and professional relationships and has been quoted in a number of other business books. His sixth book, *The Financial Times Guide to Mentoring*, will be published in April 2024.

Andy is a two-time board member and former President of the Fellows Community of the Professional Speaking Association UK and Ireland (PSA), a Fellow of the Learning and Performance Institute and a Member of the Association of Business Mentors and the Meetings Industry Association. He was awarded the PSA Award of Excellence in 2017.

Andy's clients and audiences over the years have included the BBC, Amazon, Paypal, Dyson, Wembley Stadium, GlaxoSmithKline, Allen & Overy, HSBC, Brother International Europe, Wella, Hong Kong Broadband Networks, Said Business School, the Prime Minister's Office in Dubai and many more.

Areas of Expertise

- Professional relationships
- Referrals and influence
- Social media
- Staying connected and engaged while socially distanced
- Vulnerability, mentoring and masterminding



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Connecting is not enough

Go to <https://bit.ly/2uDdAk> to play highlights of this presentation.



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Just Ask

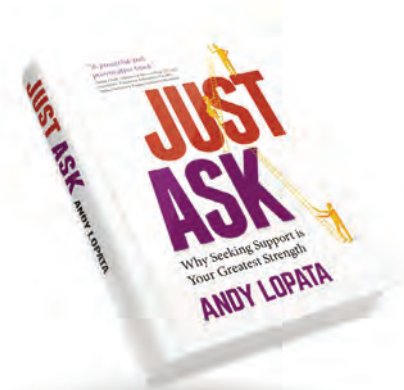
You can't do it all on your own.

Whatever you think about your abilities, and whatever you'd like other people to think, you will achieve so much more in your career and in your role if you're open to the support of others. Yet, unfortunately, whether because of time pressures, the need to save face or sheer lack of focus, very few of us achieve anywhere near the level of success that our network could help us reach.

This session is designed to help you change that. Over the course of this interactive session, Andy will share some powerful stories from his book, **'Just Ask'** and we will look at:

- *Why we don't like to let anyone help us*
- *The importance of a trusted network and where to find it*
- *When and where to share*
- *The role of mentors and sponsors*
- *Why vulnerability is so important and can be a positive experience*

Participants in this session will go away with a much clearer focus on how to harness the power of their network to find answers, to challenge them and to drive their career or business to the next level.




“ *From the get go, Andy captured his audience with his engaging personality. The title 'Just Ask' felt very personal but looking at my fellow attendees I could see the light bulbs come on in the room as he brought the topic to life. Asking for help, for me, has always felt like a sign of weakness. Andy completely blew this reasoning out of the window. I have kept his flyer in my notepad for easy reference. A thoroughly compelling presentation that has left a memorable impression.*

Maria McNamee Private Client Director, Metrobank



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"I learned that resilience isn't about being 'strong' in the natural way of thinking in the police service but, despite having fear and doubt, having the courage and strength to share vulnerability."

"The age old adage of 'a problem shared is a problem halved' was relevant and true."

Kul Mahay
Former Superintendent and
Temporary Chief Superintendent.



Andy Lopata
Business Networking Strategist
@AndyLopata

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Vulnerable Leadership

People look to their leaders for strength and direction, particularly in times of uncertainty. But does that mean that leaders need to know all of the answers, all of the time? At a time when people are being encouraged to share their vulnerability, how can leaders do so while still commanding respect? If, indeed, it is desirable for them to do so.

Author of **'Just Ask: Why Seeking Support is your Greatest Strength'**, Andy Lopata will explore the apparent contradictions between vulnerability and strong leadership. Andy will argue that not only is vulnerability an asset for leaders but it is a sign of strength and works to the benefit of the leader as an individual and the people they lead.

This can be delivered as a keynote talk, a facilitated discussion or a combination of the two.

“

Andy Lopata's presentation on vulnerability is immensely powerful.

He makes a wonderful case for true openness with others and for putting aside the mask of pride we sometimes wear when we should be more direct - especially when we are hurting. His message deserves wide distribution.

Lou Heckler Veteran US Hall of Fame Speaker & Speaker Presentation Coach



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Meaningful Mentoring

Many senior executives are asked to nurture future talent. In a highly competitive workplace, advice, guidance and insights from someone who has navigated their way to the top can be invaluable. However, effective mentoring relationships do not necessarily just happen.

Andy Lopata, the co-author of next year's Financial Times Guide to Mentoring, will explore why mentoring is so important and discuss how to ensure mentoring relationships have every chance of working for both parties.

In this presentation, Andy will discuss:

- The gap between understanding of the value of mentoring and the degree to which it's embraced.
- How to create more value from your relationships as a mentee.
- How to create more impact as a mentor.
- Why everyone should advocate for mentoring and ensure that others have the opportunity and desire to embrace it.


“

Andy delivered a great presentation at our recent conference. His passion and conviction for his subject is infectious and his delivery is excellent and engaging. Andy kept the audience engaged throughout the session and offered some great advice to both mentors and mentees on how to get the best from a mentoring relationship.

Even for those people who currently mentor or are a mentee, they left the session with areas they could review and improve in their own mentoring programmes.

Delegates left the session energised and saying they would be encouraging their team to identify mentors and mentees in future and begin their own mentoring programmes."

Sam Davies Conference Creator, PM Forum



"I learned that resilience isn't about being 'strong' in the natural way of thinking in the police service but, despite having fear and doubt, having the courage and strength to share vulnerability.

The age old adage of 'a problem shared is a problem halved' was relevant and true."

Kul Mahay
Former Superintendent and
Current Chief Superintendent,



Speak Up!

Creating a Culture Where People Feel Comfortable Being Vulnerable & Open

There is much focus on the importance of being vulnerable and ensuring psychological safety in the workplace. But is it that simple?

It's not possible to just tell people that it's OK to be vulnerable and expect them to open up, most people won't respond to that.

In this three module programme, Andy will explore what leaders can do:

- to be more vulnerable personally and transparent with people around them and how that will enhance their status as a leader, rather than diminish it;
- as an individual leader to ensure that their teams are comfortable being open and vulnerable with them;
- to ensure that the corporate culture is one that encourages and rewards openness.

“

At Mindset, we had the pleasure of working with Andy Lopata on a series of executive sessions with an international bank. These sessions were designed around the principle of fostering an environment of respect and trust in the workplace, with an emphasis on the free expression of opinions and concerns.

Andy brought his expertise and tailored it specifically to the needs of the industry. His insights into leadership and vulnerability were particularly powerful, encouraging a shift from a traditional hierarchical approach to a more vulnerable and authentic leadership style. The group dynamics created during the sessions allowed for an open and safe space for discussion, fostering a deeper understanding of concepts such as ego in our interactions and the importance of sharing both successes and challenges.

Andy's techniques for building resilience, promoting psychological safety and addressing biases and behaviours were incredibly valuable. In addition, his focus on creating inclusive workspaces that respect diversity and foster trust has been instrumental in shaping a strong culture within the organisation."

Julia Montes Alonso Project Director, Mindset

Just One Reason *The Power of Professional Relationships*

Successful organisations, projects and careers rest on strong relationships. Whether with colleagues, clients, suppliers, investors or others, if you have a network developed on deep relationships, you then have people who will refer you, advocate for you, feed you advice and insights and support you in whatever ways you need.

In this talk, Andy explores the fundamentals of building, nurturing and leveraging strong professional relationships.

During the session he looks at:

- *Where are the gaps in your professional relationships?*
- *Understanding the 'Relationship Matrix©' and how it helps projects thrive*
- *The importance of cognitive diversity*
- *The 7 Stages of Professional Relationships*
- *When to be transactional and when to be friends*
- *Knowing how to make it easy for your connections to support you when they are ready to*

“

Andy delivered an excellent session at a recent leadership event I attended.

If you had asked me beforehand whether I enjoy networking, my honest answer would have been no, because I probably viewed it as a timebound, transactional thing. Andy really changed my thinking.

The key thing I took away was that networking is a long-term, organic thing.

Robert McNair Strategy & Change Manager, RBS

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Connected Leadership

Why are professional relationships relevant to top leaders?

How can you make a difference by connecting with key employees, stakeholders, influencers and others?

Andy interviewed a number of top leaders on the role their relationships have played in their success and in this presentation he shares their thoughts, combined with his experience of the power of networks.

What You Will Learn:

- The role professional relationships play in successful businesses
- How your network can communicate your brand and your values
- The importance of mentoring
- The role of strategic alliances
- How your network can keep you in tune with what is happening in your company, in your industry and beyond
- The importance of long term relationships

“Andy has successfully been working to support me at Molnlycke over the past few years and in a number of different ways. His enthusiastic and interactive presentation at our National conference was very much appreciated by all and his series of workshops for my leadership team has been put to significant positive use. Effective networking is critical to our organisation and like many others, resonates strongly within the challenges we face as an industry.”

Shona MacDonald Business Director UK & Ireland, Wound Care. Molnlycke Health Care

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How NOT to Get Referrals

With growing competition and more demands on budgets, it's becoming harder and harder to win new business. Yet still so many sales people leave potential new revenues untapped and unexplored.

The reason is very simple. Across a range of industries, referral strategies range from tired and predictable to passive to simply non-existent. A large number of sales people and business owners become complacent when it comes to referrals and simply expect them to appear. Networking is still treated as a skill, not a core business strategy. Where referrals strategies do exist they tend to be lazy, poorly timed and ineffective.

As a result, potential new business simply goes elsewhere. In this talk, Andy will share with you the key mistakes he sees practiced by so many unsuccessful companies time and time again.

The mistakes that ensure that they don't get anywhere near as many referrals as they should.

“ I first got to know Andy as he gave an eye opening keynote during a kick off held in Barcelona. Following this keynote, I was given an opportunity to join a training that Andy gave on building professional relationships. The training gave instant results. At the time I was engaging a global enterprise within my region. Leveraging the techniques learned through Andy, my main contact provided an important referral on the operational side. This was a fantastic experience and a solid proof on what wisdom Andy shares. Andy is a thought leader, speaker and fantastic trainer within the field of building professional relationships.

Jesper Olsson Solutions Account Manager, Corporate Business, Brother Nordics



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Just One Reason *Developing Strong Relationships as Part of a Referrals Strategy*

Referrals lie at the heart of successful business development strategies, yet often they are left to chance. While we invest in almost every other route to market - PR, cold calling, advertising, SEO and more - too many companies simply expect referrals as a result of happy clients.

This is an ineffective approach and leaves a lot of business on the table untapped. In **'Just One Reason'**, Andy explores the fundamentals of building, nurturing and leveraging strong professional relationships with people who can refer on a consistent basis.

During the session Andy will explore:

- *How to develop a strong strategic network with key stakeholders in a position to refer you both inside your organisation and beyond*
- *The importance of Six Degrees of Separation and why so many opportunities are missed*
- *Understanding the 'Relationship Matrix and how it helps projects thrive*
- *The 7 Stages of Professional Relationships*
- *How to nurture relationships so that people want to refer you*
- *What stops us from asking for help*
- *Why so many intermediary relationships fail*
- *How to make it easy for people to help you*

“ Andy's presentation on Professional Relationships was by far the most cogent and useful presentation on the subject I think that I have heard in 30 odd years in the industry.

Andy's insights felt like the lightbulb moments when one puts into conscious thought something that has been staring you in the face for some time. I particularly found useful his stakeholder mapping, looking at how people relate to each other, together with understanding the level of influence you have with those individuals.

Simon Gravestock, True Potential LLP

Managing Professional Relationships While Socially Distanced

It is challenging to maintain professional relationships with people when you can't see them in person. In addition, the way people engage and react changes when anxiety levels have increased in other areas of their lives.

The period of lockdown during the Covid-19 crisis shone a spotlight on the importance of professional relationships and human connection. Those relationships became more important than ever for so many people and yet, at the same time, much harder to maintain.

So how can we maintain and nurture remote relationships and what can we learn from the challenges of maintaining connections during Covid-19 that we can apply to our professional relationships moving forward?

Designed as a short presentation or discussion topic or, alternatively, a longer presentation incorporating the key points from **'Just One Reason'**.

“ We were delighted that Andy contributed to the Rapid Response Team we launched during the Covid-19 crisis. He was able to bring fantastic value at short notice to a mixed group of CEOs in a compelling 60 minute 'Game Changing Conversation.' More importantly for me as a client, Andy was highly responsive to mastering the brief and flexing to the highly interactive workshop style we required.

Charles McLachlan Founder, The CEO Growth Academy



Strengthening Links:

Building Stronger Connections and Generating Referrals Through LinkedIn

Too often dismissed as a job search site or a hunting ground for new cold leads, LinkedIn has the potential to be an incredibly powerful tool to support a strong professional relationships strategy.

Using LinkedIn effectively you can attract and seek referrals to prospects, great new talent and influential new contacts. The focus doesn't have to be just on growing your network though, you can build stronger relationships with existing connections through ongoing engagement and increased visibility, ensuring that you're top of mind when they need you or have an opportunity to support or refer you.

Whether a keynote talk, a short programme or a masterclass, Andy will work with you to understand:

- *How LinkedIn can support your professional relationships and referral strategy*
- *What's needed to get your profile right so that your first impression leads to more*
- *With whom to connect and how to manage outbound and inbound connection requests*
- *How to engage productively with your connections both 'network-wide' and 'network-deep'*
- *How to use LinkedIn to generate strong referrals*

Programmes include a LinkedIn audit of participants' profiles and activity both before and during the duration of the programme.

“ *The sessions were very well structured and gave clear advice on how I can improve my digital sales strategy. I would be happy to recommend your sessions to anyone trying to raise digital exposure through these tools and I look forward to seeing how my changes improve my visibility and outward-facing profile.*

James Comley Senior Consultant, CGI

Giving Back

We believe in giving back to the community and the environment and that every company can do something to support worthwhile causes, whatever their size.

Over the years, as well as speaking at events to support charities, we have supported the following causes:

Ambassador for the Fiorentini Foundation 2018-Present

Andy is an Ambassador for the charitable arm of the renowned Anna Fiorentini Film and Theatre schools across London, enabling children from underprivileged areas to attend classes they would otherwise be unable to afford. Participation in these classes has helped to increase confidence for many children and given them a positive activity to engage with in areas suffering from gang crime and poor career prospects for many.

Organiser of Ambition Conferences 2015-2022

Co-founder and part of a team of local businesses, business organisations, local media and the local Council to put on a regular one-day conference in aid of local charities in South East Hertfordshire. Over six conferences between 2015 and 2022 we brought world-class speakers to this local community and raised £30,000 for those charities.

Ecologi 2022-present

We contribute monthly to the environmental organisation Ecologi. Ecologi facilitate the funding of carbon offset projects and tree planting around the world. Their mission is to reduce 50% of global CO² emissions by 2040 and responsibly plant millions of trees every year.

Special Olympics GB 2015-2019

Worked with SOGB to run training days for athletes with learning difficulties interested in joining their Athlete Leadership Programme, bringing together professional speakers who volunteer their time to support the athletes.

MyBlackDog 2021

The chosen charity for 'Just Ask', one that offers peer-to-peer support for people struggling with their mental health.

We promoted the charity in the pages of Just Ask as well as in talks on the topic. Proceeds from a number of talks were donated to the charity throughout 2021.

Mentoring

A member of The Mentor Project, a US-based global volunteer mentor programme for children at all stages of education. Currently mentoring a London sixth former who is working to create a newsletter to open discussions about topics such as racism and bullying with fellow students across North London and then beyond.



“ Building, maintaining, and interacting with your professional network should be a key component of any leadership development plan...

Harvard Business School HBS Insights

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In the Press



Publications

