

## 2014 LCLD Conference

### Building Deep Relationships

#### Why Bother?

1. The single biggest predictor of long term career success is your ability to **build enduring relationships**.
2. Your technical expertise will cease to be a reliable source of commercial differentiation. You will need relationships to help put you get (and stay) in the path of the developmentally rich experiences that give rise to **'next level'** experiences and leadership skills.
3. Relationships (unlike your work product and subject matter expertise) are the assets that **cannot be easily replicated** and your ability to build relationships is your most reliable source of differentiation and competitive advantage.

#### Relationships with Fellows

The people in your Fellows class offer the highest potential lifetime relationship value to you.

The enduring value of LCLD rests in your ability to make and sustain a **deep personal investment** in each other.

## Key Rules of Relationship Building

### Rule of Relationship Building

#### **Elevate your Relationship Building Skills**

You must be committed to elevating the quality of your relationships to the same level as your technical or professional mastery.

### Rule of Relationship Building

#### **Give Relationship Building Prime Time**

What you do with your project (or billable) time determines your income today.

How you allocate your discretionary (non-billable) time with respect to relationship building today will determine your income **in the future**. Trust me!

### Rule of Relationship Building

#### **Take a Net Present Value Approach**

Treat every relationship like one you may have for the next 30 years.

Too often we orient ourselves to others based on '*what they do*' rather than '*who they are*'.

### Rule of Relationship Building

#### **Be Genuinely Committed (or Don't Bother)**

To build relationships you must be genuinely committed to teasing apart the complexity of the other person's strengths, weaknesses, perspectives and interests.

### Rule of Relationship Building

#### **Keep the Account Net Positive**

If you do not consistently feed your relationships, they will **depreciate** in value.

### Rule of Relationship Building

#### **Let others experience your passion.**

Relationship building is not about finding their hot button. It's about finding yours. People want to be convinced they know the Real You. It is in your passion where the authentic you is revealed.

### Rule of Relationship Building

#### **Your goal is to create imbalance in all Relationship Capital Accounts.**

Building relationships is about what you put in (deposit) not what you get out.

You should view your relationships based on the value you create.

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