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Building Deep Relationship Capital

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LEADERSHIP COUNCIL ON LEGAL DIVERSITY




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Today: The Importance of Relationship Capital



We will explore the importance of...

- Relationship building, including attracting sponsorship and other key relationships
- Being strategic
- Understanding the impact of culture on relationship building

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Applying a Cultural Lens to Today's Discussion

Is something cultural going on here?


National	Gender Identity	Education Level
Regional	Sexual Orientation	Socio-Economic/Class
Ethnicity/Race	(Dis)Ability	Profession/Career
Religion	Family Status	Organization
Language	Age	Department

Reflection:
Which of these layers of cultural identity most impacts your business interactions?

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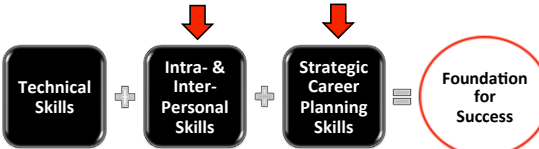
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A Moment to Reflect




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Key Framework:
Importance of Relationship Building & Being Strategic



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Building Deep Relationships
– Including Targeting Sponsors

Reflection moment – ask yourself:
How am I developing relationships inside & outside my organization?

Is something cultural going on?



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Reframe How You View Relationships with Senior Leaders

Relationship Capital as a Joint Bank Account:

- Seek out powerful backers; build relationship by making deposits; add value by contributing to the relationship
- THEN MAKE WITHDRAWALS – call in favors/cash in

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The Power of Sponsors

Sponsors	Mentors
<ul style="list-style-type: none">- Provide training, coaching & guidance- Provide “stretch” work opportunities- Map out development needs: experiences, skills- Have regular, in-depth interactions	<ul style="list-style-type: none">- Put their reputations on the line for you- Call in favors & open doors for career-making opportunities- Make sure you get the recognition, visibility & evaluations you deserve- Provide brutally honest feedback

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Be Strategic in Developing Deep Relationships

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Building Relationships
→ Importance of “Leadership Presence”

- The aura of confidence and competence that convinces others that you deserve to be in charge
- Impacts your: brand profile, ability to attract deep relationships and work, business development
- 3 key elements:
 - **Gravitas** – How you act
 - **Communication** – How you speak
 - **Appearance** – How you present yourself

10 Resources: Vaulting the Color Bar, Center for Talent Innovation; S. Hewlett, Forget a Mentor, Find a Sponsor




How Are You Being Strategic in Getting Noticed?

A Few Key Strategies

- Build industry knowledge in your area/ learn about your clients & their business
- Be there – go to events, meetings, etc.
- Take on leadership opportunities
- Ask for intros – do one-on-one meetings
- Write and/or speak as much as possible
- Leverage differences – e.g. culture
- Develop a social media profile

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Getting Noticed During Business Events/Activities


The Power of Interpersonal Skills

- Vet attendee lists before events & do your research
- Communicate your brand
- Take initiative by starting conversations
- Ask questions – listen more than you talk
- Connect across both similarities & differences
- Be authentic
- Pay attention to quality over quantity
- Close – offer and/or ask
- Capture info
- Follow up – short term & long term

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Final Words


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Key Takeaways

- Build deeper relationships:
 - Reframe how you view relationships with powerful leaders
 - Find a sponsor(s)
- Be more strategic in how you build relationships:
 - Know your brand and messaging
 - Get noticed through your Leadership Presence
 - Have a plan for business events/activities
- Always have your cultural lens on:
 - Understanding the impact of your cultural identities on relationship building
 - Ask yourself – Is something cultural going on here?

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