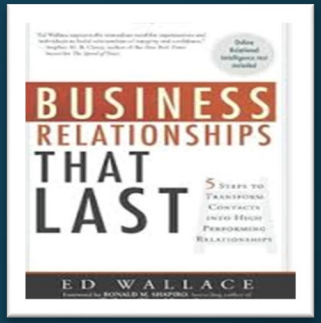
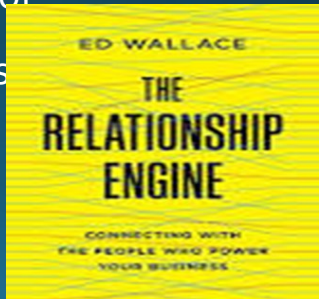
Relationships Matter

Transforming Contacts into High Performing Relationships

Ed Wallace
President, AchieveNEXT Human Capital



Ed Wallace consults with and speaks for corporations and associations across the globe with a client list that is a Who's Who of Fortune 500 companies. He is the author of ***Fares to Friends, Creating Relational Capital, Business Relationships That Last,*** and his most recent the #1 best-selling ***The Relationship Engine.*** In addition, Ed is currently on the Executive Education faculty of Drexel's LeBow College of Business and Villanova University's Human Resources Master's program.



“People like to work with people they _____!”

89%

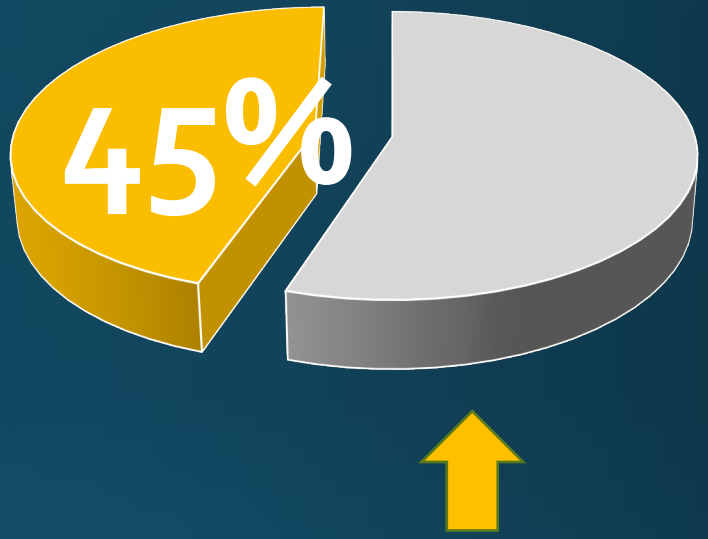
of senior executives say…

relationships **have a highly significant impact on their business results.**

Candace Bennett and Associates Executive Survey, 2010

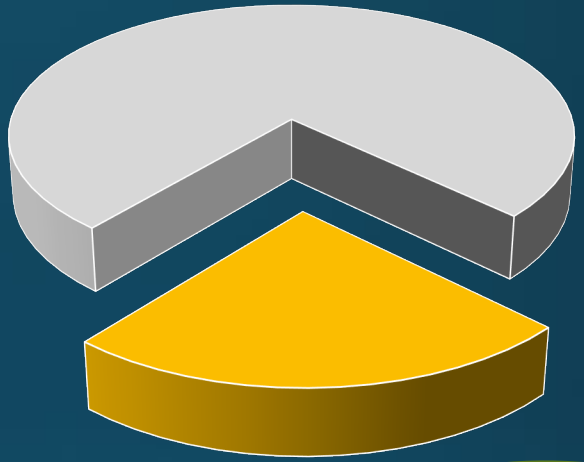
The Relationship Challenge

The best relationships only work at **45%** of their potential.



Yet only…

24%



use a formal process to

build business relationships!

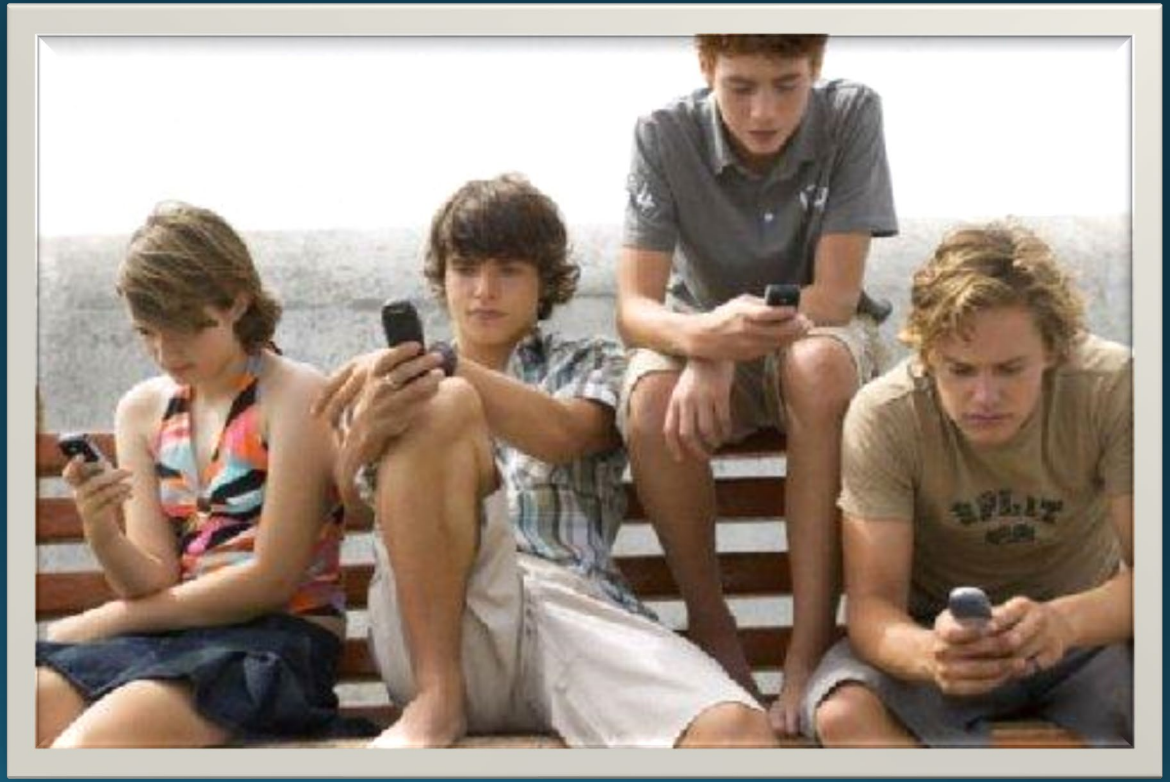
Why is that?

Source: Candice Bennett & Associates survey, March 2009

The day Albert Einstein most feared may have finally arrived!

Having Coffee with Friends

A Day at the Beach



Cheering for Your Team

A Day in the Park

What could they be thinking?

Having Dinner with Your Friends

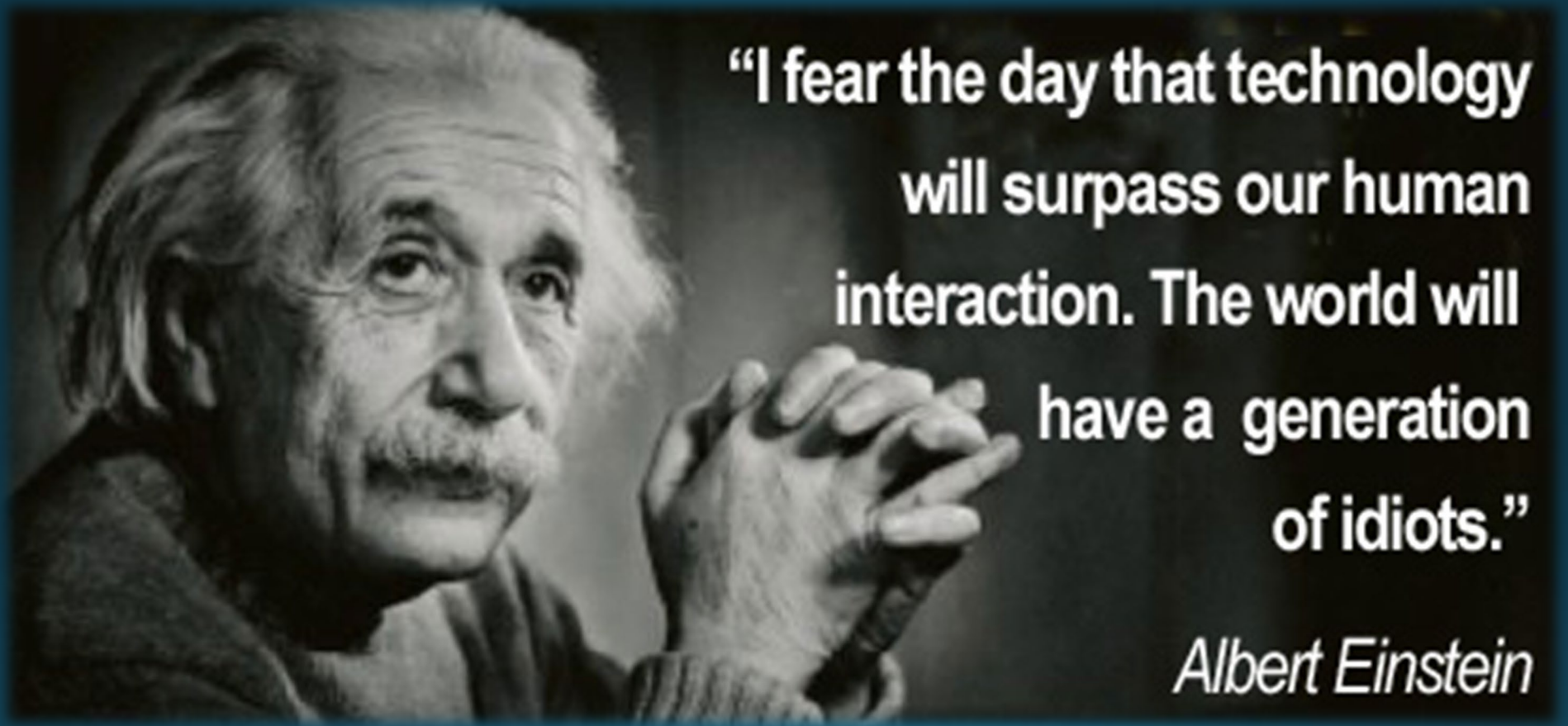
Out on an Intimate Date

Having a Conversation with your BFF

A Visit to the Museum

Enjoying the Sights

Irony of Life


“I fear the day that technology will surpass our human interaction. The world will have a generation of idiots.”
Albert Einstein

Business Relationships are a play without a script!

The Importance of Relational Capital

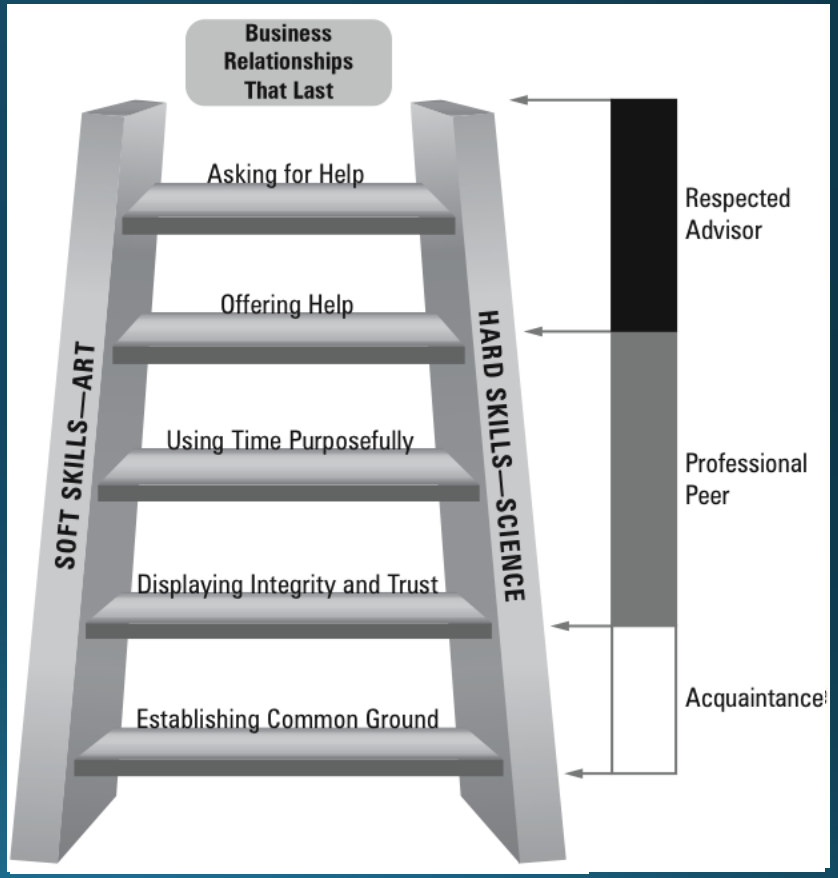
Meet Max

Relational Capital

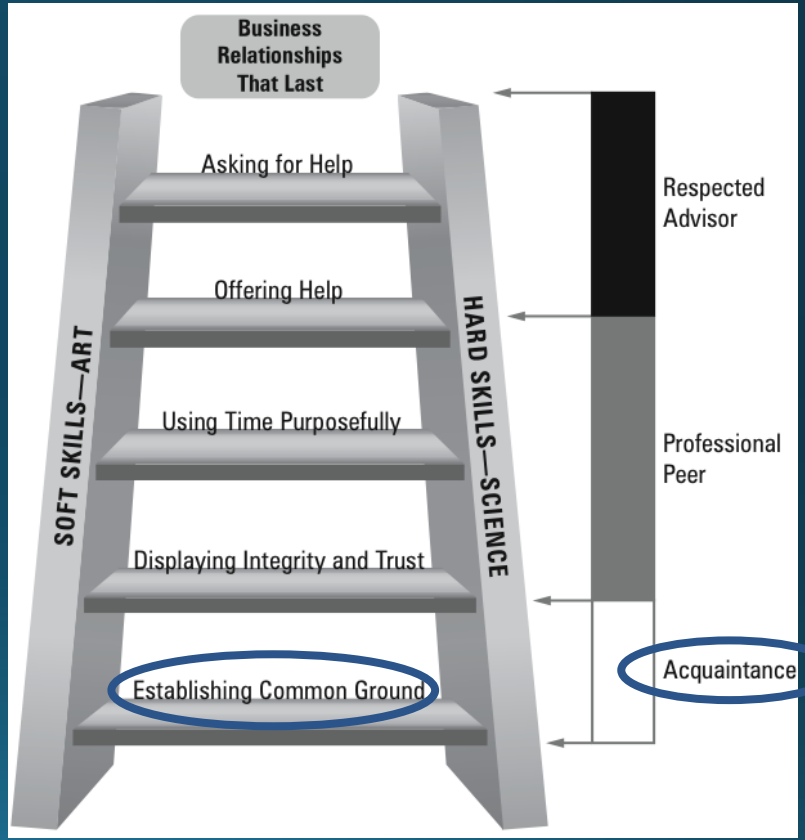
*"The **distinctive value** created by people in a business relationship"*

Launching, Advancing and Sustaining RC

Relational Ladder®



Relational Ladder® Process

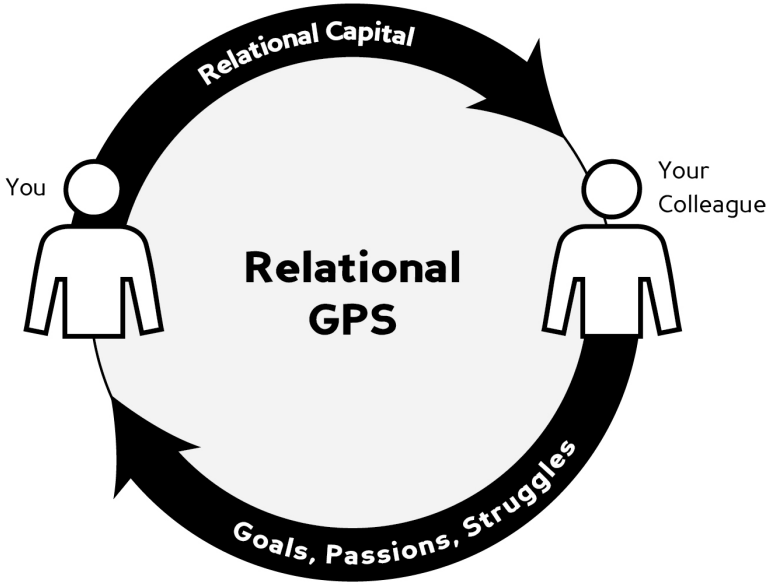


GPS®

Montgomery Village
Gaithersburg
Olney
Rockville
Aspen Hill
Wheaton
Potomac
Silver Spring
Bethesda
College Park
Greenbelt
Bowie
Chillum
McLean
DISTRICT OF COLUMBIA
Arlington
Washington
Oakton
Annandale
Suitland
Laurel
Severn
South Gate

0.6
GARMIN

Universal Framework for All Business Relationships



LinkedIn…

is knowing *about* someone

Relational GPS…

is really *knowing* someone

Relational GPS®

Goals: Growing business 25% in 2018

Passions: Traveling to Italy to connect with family members

Struggles: Securing resources for 2018 plans

"You can't judge a book by it's cover until you read the story."

Uber Driver

Action Planning

Important Business Relationship

Relationship: Mike **Why? Key industry connector**

GPS: Grow business 25%

Strategy: Locate Mike's GPS; seek targeted introduction from Mike

Max's Approach Delivered Real "*Beginning to Winning*" Performance

- Unmatched customer loyalty
- Increased revenue per transaction
- More frequent trips
- Competitor proof
- Respected Advisor

Relational Leaders…

…think *"relationship first"*
during every interaction!!!

Relationships Matter®

This material is owned by, and the property of The Relational Capital Group®. This material is intellectual property and is confidential. Any reproduction, copying, or other use of this material in any manner without the express written permission of the owner is strictly prohibited.

The Relationship Engine, Relational Ladder, The Five Principles of Worthy Intent, Relational GPS, ROC, Relational Capital Gains, RQ, RQ Pro, and Relational Capital Action Planner are registered trademarks of The Relational Capital Group.