

Social Capital: Why Relationships Matter for the Bottom Line

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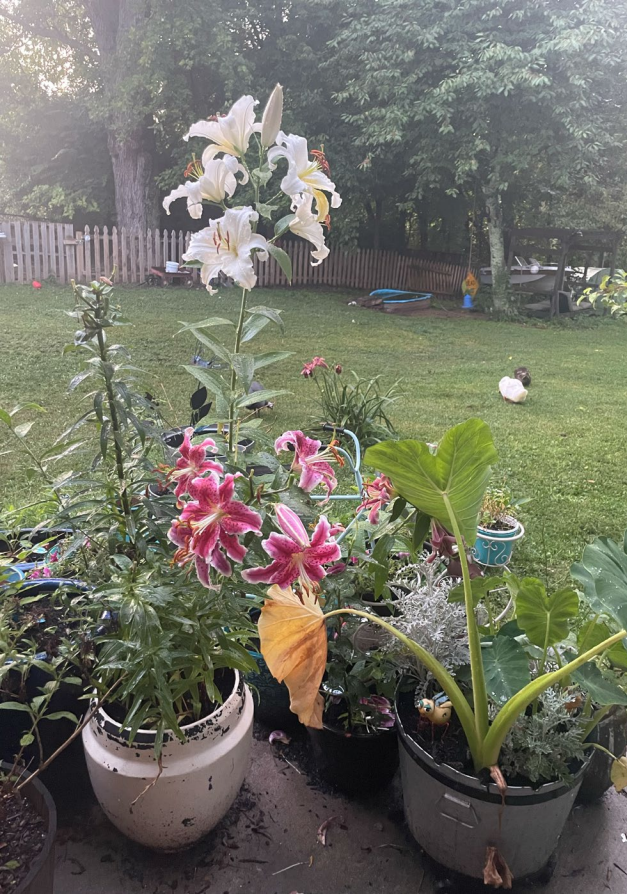
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Time Together

- Significance of high-quality relationships
- Foundations of strong relationships
- Challenges to building relationships
- Principles for relationship building
- Self coaching strategies
- Draft Your Development Playbook
- Conclusion and Call to Action





Hello



Hi

Leadership is common sense,
but it's not common practice.

- Nancy Scott



Relationships matter.

Make the time to invest in yours.





Relationships matter.

Make the time to invest in yours.

They can help you dissolve
collaboration barriers and broker
opportunity.





You are a strategic partner with whom your clients
build trust, clarity, and financial peace of mind



Relationships matter.

Make the time to invest in yours.

They can help you create value.



Sign in in progress

Close



Relationships matter.

Make the time to invest in yours.

Despite the challenges.

Relationship Building Skills



Emotional Intelligence



Empathy



Perspective Taking



Communication (verbal and non)



Active Listening



Conflict Resolution



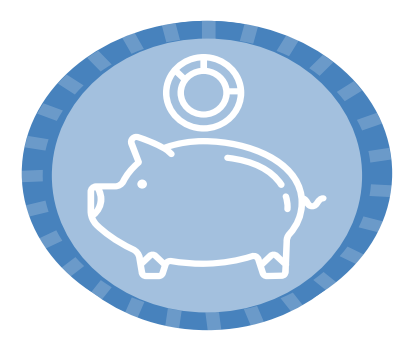
Table Talk

- From your experience, what have you learned about relationship building?
 - What works?
 - What doesn't?

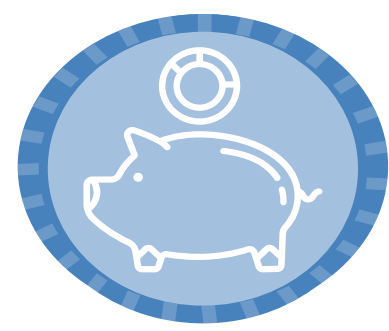
Relationship Building Techniques

- Leverage networks and technology
- Identify and build on mutual goals
- Make it personal and them feel important
- Build social bonds through quality time
- Regular engagement and ongoing support

“The deepest urge of human nature is the desire to be important.” – John Dewey



Relationship Building Tips



Use a partnership mentality to turn transactions into trust

DWYSYWD

Provide value and share your expertise

Use humor wisely

Be genuine, authentic, and compassionately curious

Adopt a continual learning and improvement mindset

Remember, gold doesn't rust...

“Trust is more important than price”



Relationships matter.

Make the time to invest in yours.

Be intentional with your strategy.

Self-Coaching Strategies

Focus on a critical priority

Implement action daily

Reflect on happenings

Seek feedback, resources, & support

Transfer learning to next level

Hicks & Peterson (1997)



Coaching Yourself to Better Relationships

Conduct a relationship audit

Focus on a critical **relationship** priority or skill

Implement a **relationship building action** consistently

Reflect on happenings

Seek feedback, resources, & support

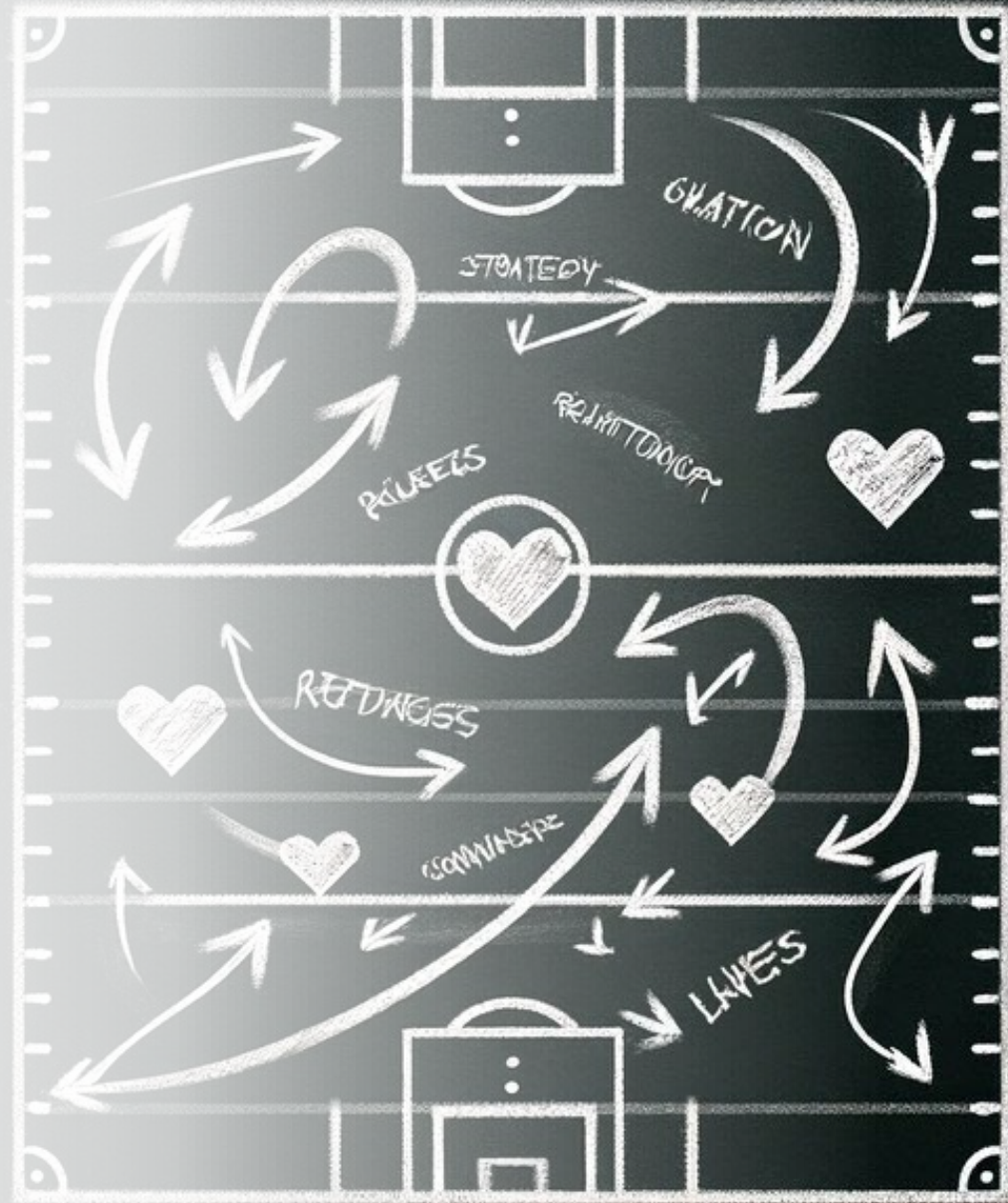
Transfer learning to next level



Next Steps:

- Share your game plan
- Put your playbook to practice
- Reflect and refine your strategies

PLAYBOOK





Relationships matter.

Make the time to invest in yours.



That's All Folks...

- Fill your relationship bank, it pays dividends.
- Intentional investing in relationships is a long-term investment strategy.



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