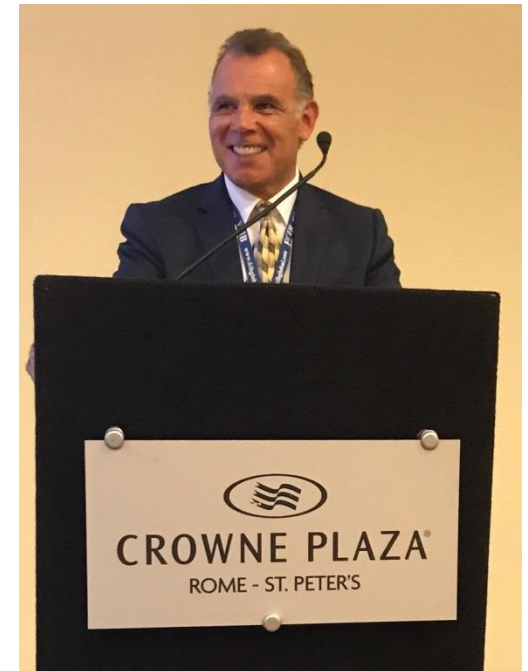


Networking & Relationship Building

“Inspiring Executive Excellence Beyond the Pace of Change”



Presenter: Rick Hernandez
President & Founder
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Syntesis Global™ LLC

- Specialized Management Consulting firm
- Global expertise working with top Fortune 50/100/500 organizations within the public and private sectors
- World-Class Executive Coaching, Leadership Development, M/A Integration, Performance Management, Career Transition, Personal Branding
- Industries served: Aerospace, Energy, Technology, Utilities, R&D, Pharma/BioTech, Manufacturing, Financial, Healthcare
- Seasoned consultants with international expertise
- Hundreds of participants served annually





Strategic Webinar Outcomes



1. Components of interpersonal relationships
2. Why Network?
3. Building trust & commitment
4. How to feel confident with others
5. Your Personal Brand
6. Sustaining strategic alliances

Assumptions

People are creative and eager to learn new & empowering things

People want to make a difference and feel a sense of accomplishment

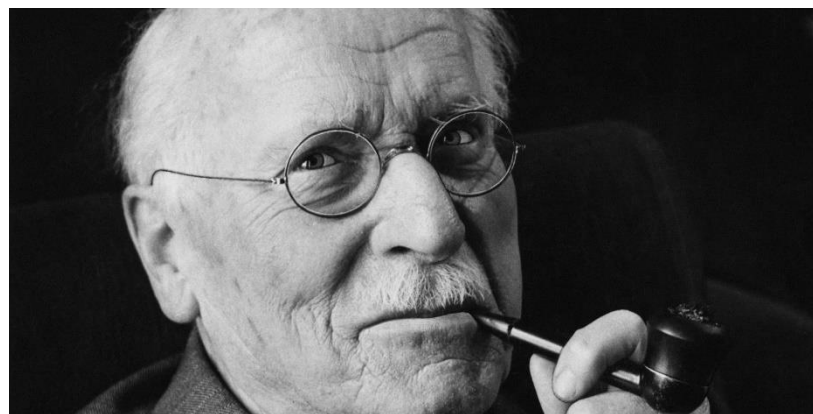
Connections and a “*Sense of Purpose*” make People “*Feel Good*” about themselves



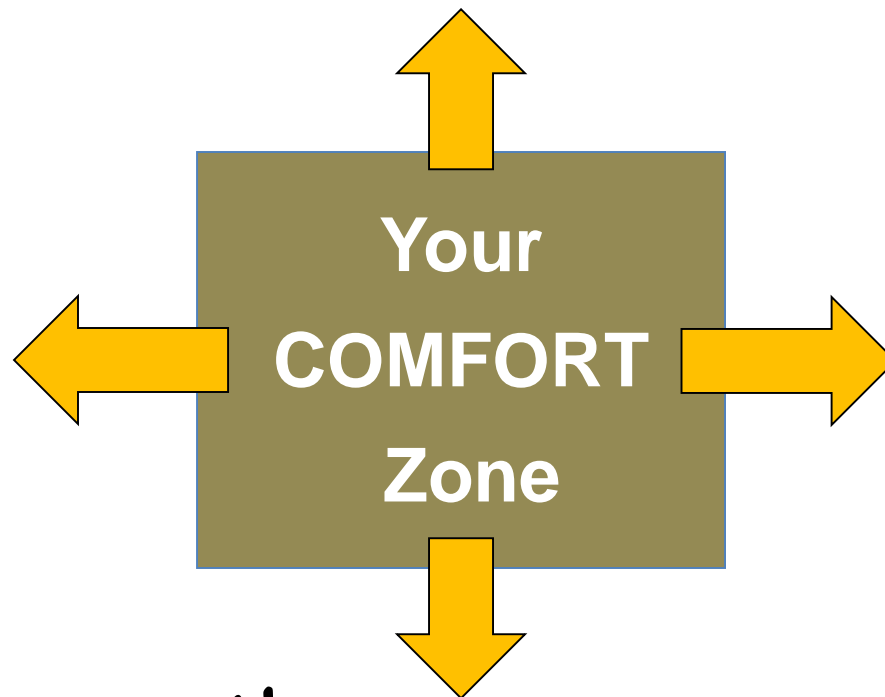
Thought for the day...

“The meeting of two personalities is like the contact of two chemical substances: if there is any reaction, both are transformed.”

— [C.G. Jung](#)



“Think Around the Corner”



Don't MSU!

a Definition...

Business is not just doing deals; business is having great products, doing great engineering, and providing tremendous service to customers. Finally, business is a cobweb of human relationships.

Ross Perot



First Things First...



What is important to you?



Perception

1. What is the face of relationship?
2. What do you value?
3. How do you manage discomfort?
4. Do you always have to be “right?”
5. What does legacy mean to you?



The New Normal

- The Paradigm of Global Business & Competition has Changed
- Innovation & Leadership Communication is Vital to Success
- Power of Strategic Vision is Key: Brand Differentiation is an Imperative
- One Mind Team
- Global Logistics & Supply/Chain (Off-Shoring)
- Quantum Technological Advances (A.I./Robotics/Crypto)
- Unleashing the Power of People
- Motivation & Morale are Essential
- Strategic Alliances
- Change Agents will Thrive
- Career Instability





Networking & Relationship:
Conscious Leadership

Principles of “*Conscious Leadership*”

PRECISION

Thought Leadership

Self-Awareness

Change Optimization

Cultural Best Practices

Int'l Growth Objectives

Leadership Vision

Trust – Positive Intent

Your Business Story

“Being on Purpose”™

AGILITY

People Leadership

Build & Sustain Teams

Quality & Service
Imperative

Nuance
“Buy-In”

Interpersonal
Relationships

Diversity

Technology/Innovation

Positive Adaptability

Your Brand: Networking

RESILIENCE

Results Leadership

Business Drivers

Financial Controls &
Reporting

Accountability
(Metrics)

Closing the Gaps
(Ambiguity)

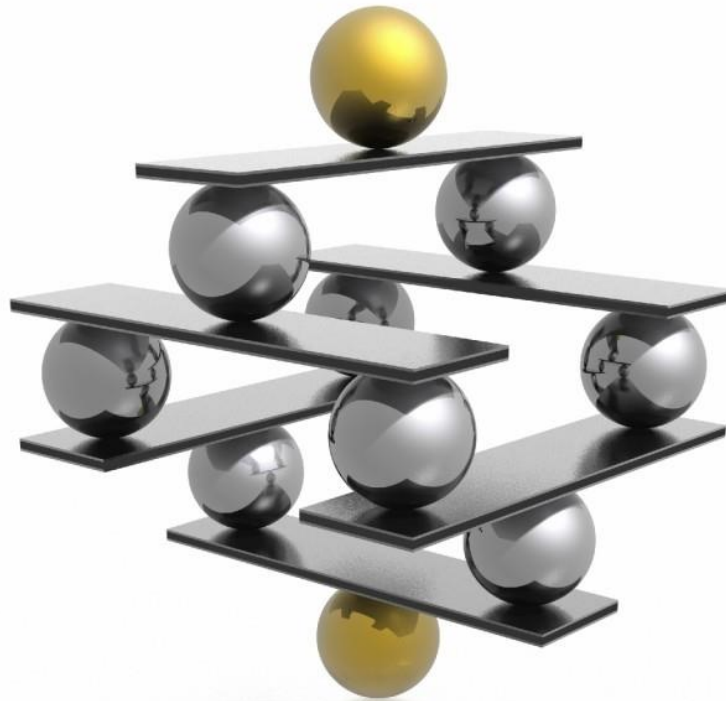
Follow-up

Process Integrity

Re-Calibration



What is Networking?



Networking Communication

TYPES OF COMMUNICATION

- **Intrapersonal communication** (Perception: *What do you tell yourself?*)
 - *refers to the conversation that is continually going on in your own mind.*
- **Interpersonal communication** (Your “Key Stakeholder”)
 - *refers to the different types of verbal, non-verbal and physical actions or expressions that people use when communicating with one another.*
- **Intrapersonal & Interpersonal**
 - Mastering the two basic types of communication is the key to successful socialization.
 - The ability to communicate ideas, thoughts and feelings serves as the basis for all successful human interaction, ergo...building relationships and networking effectiveness.



Closing the Relationship Gap

1. How does one build “*interpersonal relationships?*”
2. What do you consider relationship?
3. Why do people trust?
4. Who do you consider a “*Key Stakeholder?*”
5. What are the implications for building trust, commitment, credibility and influence?
6. How do you build trust?
7. How do you sustain interpersonal relationships with key business associates & stakeholders?



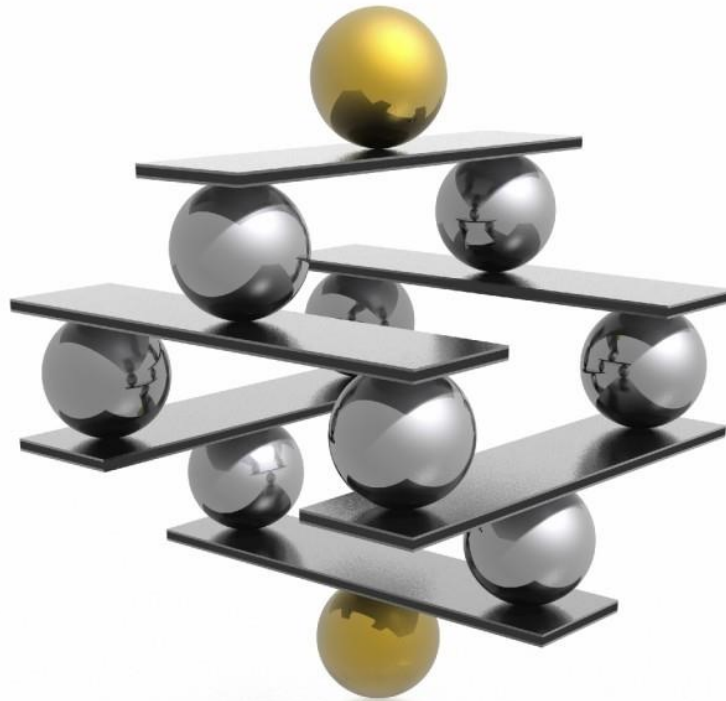
Relationships & Key Stakeholders

10 Reasons Why Most Business Interpersonal Relationships Fail:

1. Lack of Trust
2. Inability to Understand Others' Needs
3. **Communication**: Closing the "*Misunderstandings Gap*"
4. Inability to find common ground (Ego)
5. **Withhold** (Exposure/Vulnerability)
6. Giving Credit (Sharing in success)
7. Appreciation of diversity in thinking
8. Failing to create "*Buy-In*" (*Credibility*)
9. Inability to help others succeed
10. Indifference



Business Credibility

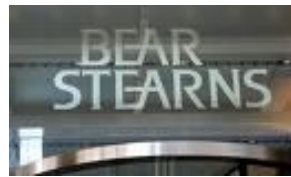


Precision. Agility. Resilience.™

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The Impact of Change



R&D Trade Agreements Taxation Corporate Governance

Antitrust Risk

WAR

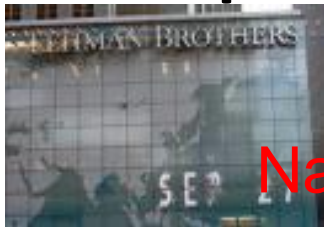
Profitability

Stockholder Equity SERVICE

Quarterly reporting

Middle East

Dividends Automation



Leadership

National Security

Cash Optimization China

Financial Controls

Lean

OSHA

Global Politics

DEBT

Technology & Science



Quality

EPA

Automation

Pace of Change

Healthcare

Risk Management

Threat of terrorism



Globalization

Foreign Debt

Compliance

Bail-Outs

Bio Fuels

COSTS

Competition

Innovation



City Ordinances

Treasury Yields

Gov't Intervention & Controls

Pressure on short term performance



LABOR FUNDING

Covenants

Integration

Gov't Grants

A.I. Union Negotiations

FOREIGN EXCHANGE

Credit Debt

Growth



Renewable Energy

Investor Activism

Fiscal

Regulations

Brexit

Policies

Responsibility

Interest Rates Corporate Scandals

M&A Activity

CHRYSLER



Differentiation: Your Value Proposition

- What separates you from other's in your field? (Brand)
- Can you articulate a vision & strategy to key stakeholders?
- How do you help organizations & people grow?
- How do you influence your stakeholders during change?
- How good are you at following up?
- How does your ability to Network & build internal/external relationships contribute to your success? (Business objectives (DSO?), Policy, Culture – Organizational & Global, Foreign Relations, B>B, Managing Upwardly, Talent Management, Gov't Regulations, Compliance, Wall Street, P/E, Banking, etc.)



Definition: What is Networking?

- ⦿ Connecting with friends
- ⦿ Talking to people and seeking information and referrals
- ⦿ Building professional alliances
- ⦿ Expanding who you know and who knows you
- ⦿ Helping others (giving back)



Your Business Story

“Culture of Excellence”



- Drive Operational Efficiencies (Why Metrics?)
- Innovation (ROI/ROT Justification)
- Financial Acumen (Roadmap)

- Communication Model (≠ SILO'S)
- Cost Management Plan
- Process, Policies & Systems Congruency

- Value Proposition
- Audience Alignment (VMVG)
- Sense of Purpose



NETWORKING

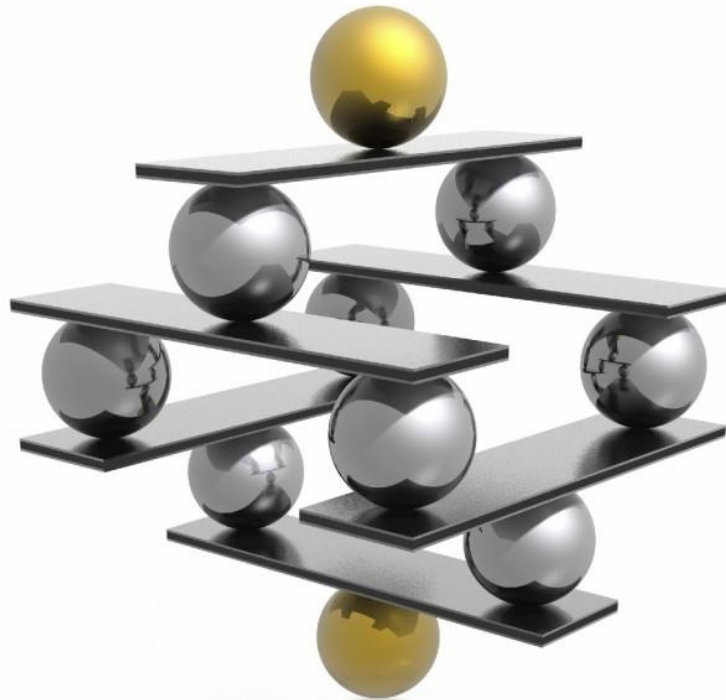
30 Second Commercial

- Brief Industry Background
- Role / Expertise / Differentiation
- Business card exchange

Focus
Tell Your Story
Breathe...



Personal Credibility



Precision. Agility. Resilience.™

“Conscious Leadership” Values



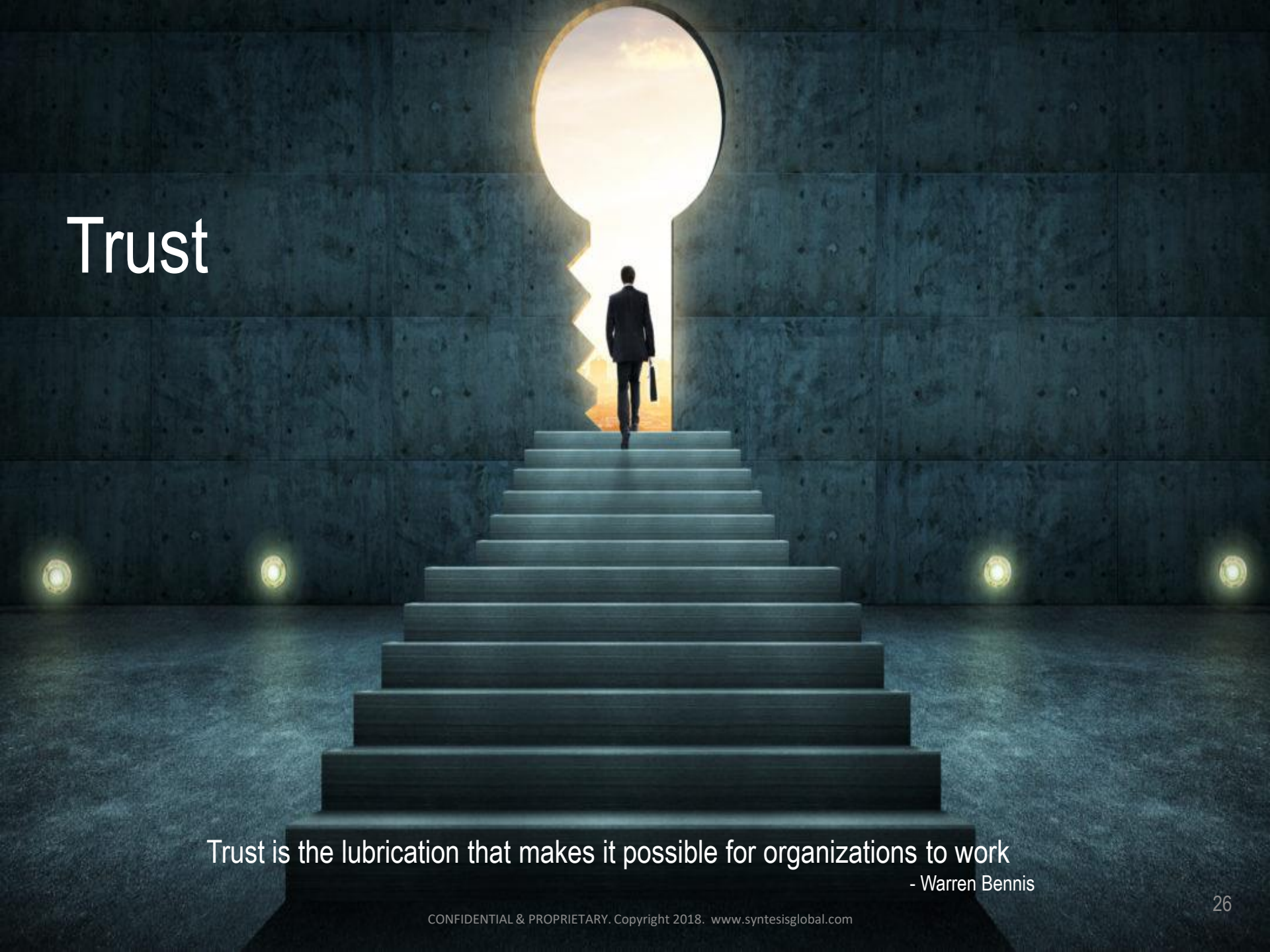
“Winning Together”™



Emotional Intelligence



Trust



Trust is the lubrication that makes it possible for organizations to work
- Warren Bennis

Components of Trust



Foundations of Relational Trust

“Trust”

Confidence

Fear

Self-Awareness

- Empowerment
- Communication
- Inter-Personal Relationships

- Perspective
- Trusting Others
- Pessimism

- What do you value?
- Do you trust yourself?
- Attitude/Behavior



How to Create Trust

- Eye Contact
- Express interest
- Concentrate
- Demonstrate listening by reacting/responding
- Focused attention/appreciation
- Ensure that you really understand what you have just heard
- Repeat important information and seek confirmation from him/her.
- Offer encouragement
- Listen to ideas (big picture)
- Do not interrupt or try to finish others' sentence
- Diplomacy: Do not be too fast to conclude
- Do not focus on what you are going to say
- Don't be a "*know it all*"
- **FOLLOW-UP!**



Communication Sources

“Audience”

Body

Voice

Words

- Gestures: How you look when saying it
- Eye contact, expressions, proximity
- 55% of the message (nonverbal cues)
- Tone: The way you say it
- Volume, pitch, speed
- 38% of the message
- Word choice
- What you say; phrasing, filler words
- 7% of the message



Building Networking Credibility

“Self-Awareness”

Resilience: CSF's
Critical Success Factors

Agility:
Shift in Perception

Precision:
Cultural Alignment

- Leadership Influence & Decision Making
- Strategic Growth Objectives (Direction)
- Value Creation/Results

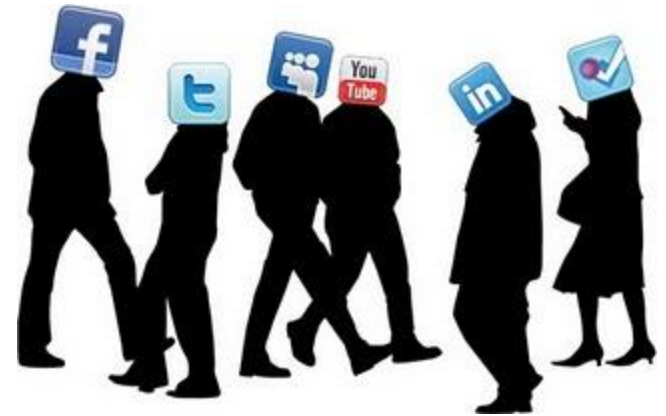
- International Pulse (Know Your Audience)
- Benchmarking (Best Practices)
- Negotiations: Timelines/Milestones

- Networking & Promotion (Know Your Audience)
- Building Networking Advocacy
- Talent Development (KPI's / Rewards)

How to Derail Strategic Alliances

COMMUNICATION MIX-UPS...

- Through telephone
 - SMS/Texts
 - Emails
 - News delivered through a third party
- When trying to win or be superior
 - When emotion is more than facts
 - When being quick to find other people's faults
 - When the intention is to test people
 - When using knowledge (power) to subordinate/belittle others
 - When trying to make other people feel guilty
 - When behaving arrogant, intolerant and/or bombastic



Sustaining Alliances Roadmap



“Being on Purpose”®



Time Management

	Urgent	Not Urgent
Important	<p>I</p> <p>Fire Fighting</p> <p>Crises Pressing problems Deadline-driven projects</p>	<p>II</p> <p>Quality Time</p> <p>Prevention, capability improvement Relationship building Recognizing new opportunities Planning, recreation</p>
Not Important	<p>III</p> <p>Distraction</p> <p>Interruptions, some callers Some mail, some reports Some meetings Proximate, pressing matters Popular activities</p>	<p>IV</p> <p>Time Wasting</p> <p>Trivia, busy work Some mail Some phone calls Time wasters Pleasant activities</p>

7 Habits of Highly Effective People, Stephen S. Covey



Summary

- Create Internal advocacy by engaging the support of people outside your direct line of command. Network & build relationships to enhance your systems support
- Develop strategic leadership influencing skills to gain backing to ideas and goals. Hone this skill to leverage competing forces and to re-shape your team's perception to align with the strategic business plan and "*big picture.*"
- Minimize obstacles (resistance) - Secure input from key stakeholders.
- Commitment must match expectations.



Conclusion

- ⊙ Networking, Relationship, Impact...is a Choice
- ⊙ Your Personal Brand: Self-Awareness
- ⊙ Know your audience
- ⊙ You are accountable to what you know

- ⊙ **Principles to Remember:**
 - Create Positive Momentum (words matter)
 - Don't MSU
 - Breathe...
 - *"Believing is Seeing" (trust)*



A Different Level of Thinking

*“It’s not about doing different things...
It’s about doing things differently.”*

- Rick J. Hernandez



Conclusion

- ⦿ Know your audience
- ⦿ Communicate to Understand
- ⦿ Build credibility & trust
- ⦿ Remember:
 - Alignment: Vision, Mission, Values & Goals
 - Commitment to Excellence
 - Clarity of Intent
 - “*Big Picture*”



2018 Leadership Webinar Series

- March 22 The Link Between Emotional Intelligence and Success
- April 26th – C.A.P.T.U.R.E. Communication Effectiveness
- May 24th – Workplace Diversity—Valuing the Individual
- June 28 - Creating a Culture Based In High-Trust
- July 26th – Networking & Relationship Building
- **August 23rd – Delegating in a New Economy**
- September 27th – Conducting Difficult Conversations
- October 25th – Your Personal Brand
- November 29th – Tier Networking: Call-Send-Call



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“Winning Together”[®]

“Conscious
Leadership”[™]

Power of Vision:

Precision
(Influence)

Performance:

Agility
(Positive Adaptability)

Sustainability:

Resilience
(Milestones & Metrics)

Alignment





Thank You!

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