Building Relationships with Key Stakeholders

“Inspiring Executive Excellence Beyond the Pace of Change”

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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


Seasoned consultants with international expertise

Hundreds of participants served annually
Strategic Webinar Outcomes

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

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

― C.G. Jung

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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
The New Normal

- The Paradigm of Global Business has Changed
- Clear Leadership Communication is Vital to Success
- Power of Strategic Vision is Key
- Social Media: Differentiation is an imperative
- Global Logistics & Supply/Chain (Off-Shoring)
- Quantum Technological Advances
- Unleashing the Power of People
- Motivation & Morale are Essential
- Strategic Alliances
- Change Agents will Thrive
- Career Instability
Perception

What is the face of relationship?
“Think Around the Corner”

Don’t MSU!

Your COMFORT Zone
Building Relationships
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.
1. How does one build “interpersonal relationships?”
2. What do you consider a 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 sustain interpersonal relationships with 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
First Things First…

What is important to you?
Values Foundation

Trust
- Positive Intent
- Confidentiality
- Win-Win (Empowerment)
- Direct to Source
- Truth & Information
- Innovation & Creativity

Respect
- Listening
- Inquiry vs. Advocacy
- No Blame/No Fault
- Collaboration (Diversity)
- Mentoring
- Empathetic
- Understanding

Integrity
- Authenticity
- Commitment
- Roles & Responsibilities
- Consistency
- Accountability
- Dependability
- Credibility

Communication
- Clarity
- Solutions-Focused
- "No Surprises Rule"
- "Buy-In"
- Relationships (Inclusivity)
- Follow-Through & Closure
- Social Media

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Emotional Intelligence

Self-Awareness
- Emotional Self-Awareness
- Accurate Self-Assessment
- Self-Confidence

Social Awareness
- Empathy
- Organisational Awareness
- Service Orientation

Self-Management
- Emotional Self-Control
- Transparency
- Adaptability
- Achievement Orientation
- Initiative
- Optimism

Relationship Management
- Developing Others
- Inspirational Leadership
- Change Catalyst
- Influence
- Conflict Management
- Teamwork & Collaboration

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Business Credibility


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“Sustainability”

- Drive Operational Efficiencies (Why Metrics?)
- Innovation (ROI/ROT Justification)
- Financial “Literacy” (Roadmap)
- Communication Model (≠ SILO’S)
- Cost Management Plan
- Process, Policies & Systems Congruency
- Value Proposition
- Audience Alignment (VMVG)
- Sense of Purpose

Your Business Story

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Personal Credibility

“Culture of Excellence”

Business Goals

Organizational Goals

Cultural Goals

- Clear Growth Strategy (Quality & Service)
- “Strategic” Vision for Excellence
- Leadership Authenticity
- Knowledge Transfer
- Leadership Development
- Value Creation (Credibility)
- Performance Management
- Trust, Communication, Respect & Collaboration
- Inclusion
- Development & Recognition

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PRESENT RELATIONSHIP

What's Working.....
1. ____________________
2. ____________________
3. ____________________
4. ____________________
5. ____________________

What's not.........
1. ____________________
2. ____________________
3. ____________________
4. ____________________
5. ____________________

FUTURE RELATIONSHIP

Targeted Relationship Attributes
(Steps to “Close the Gaps” toward Trust & Credibility)
1. ____________________
2. ____________________
3. ____________________
4. ____________________
5. ____________________

Connection Gap
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
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!
Self-Awareness

- Know Thyself
- Pay Attention
- Alignment: Vision, Mission, Values & Goals

Authenticity

- Empowers Others
- Conviction
- Passionate
- Genuine & Grounded
- Passion for Excellence & Clarity
- Mentors & Inspires

Integrity

- Builds Trust
- Respect
- Sense of Purpose

Gratitude

- Builds Trust
- Respect
- Sense of Purpose

Sustaining Relationships w/Key Stakeholders

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Create **Internal advocacy** by engaging the support of people outside your direct line of command. 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

1. Know your audience
2. Nurture Your Personal Brand
3. Build credibility & trust

 Oval Remember:

- Assume Positive Intent
- Develop a Genuine Interest in Others
- Be Grounded in Clarity
- Authenticity
Upcoming Events:

- April 20th - Adapting to New & Demanding Roles
- May 25th – Thinking Strategically
- July 27th – Building Relationships with Key Stakeholders
- **August 31st – Executive Decision Making**
- September 28th – Driving Accountability
- October 26th – Driving Change and Executing Plan
- November 30th – Conflict Resolution

Contact NACM about Registering for a 3 Pack of Leadership Webinars
Thank You!

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It’s not about doing different things, but about doing things differently
– Syntesis Global
Maslow’s Hierarchy of Needs

- **Physiological needs:** food, water, warmth, rest
- **Safety needs:** security, safety
- **Belongingness and love needs:** intimate relationships, friends
- **Esteem needs:** prestige and feeling of accomplishment
- **Self-actualization:** achieving one’s full potential, including creative activities

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Leadership Webinar Series

Upcoming Events:

August 18\textsuperscript{th} – Executive Decision Making

September 15\textsuperscript{th} – Driving Accountability

October 22\textsuperscript{nd} – Driving Change and Executing Plan

November 10\textsuperscript{th} – Conflict Resolution

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One solid criteria that differentiates strategic alliances from conventional alliances is…

“The alliance must be critical to the success of a core business goal or objective.”

- TRUE
- FALSE