

Building Relationships with Key Stakeholders

“Inspiring Executive Excellence Beyond the Pace of Change”



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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

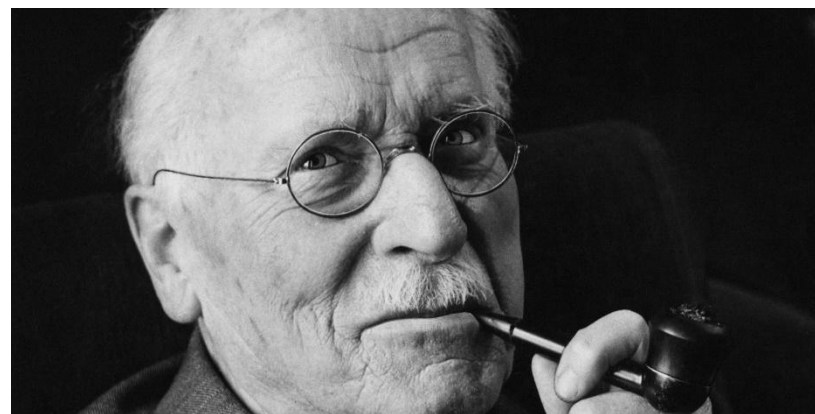


1. Components of interpersonal relationships
2. How to build genuine alliances
3. Building trust & commitment
4. How to feel confident with others
5. Your Personal Brand
6. Sustaining relationships

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](#)



a Definition...

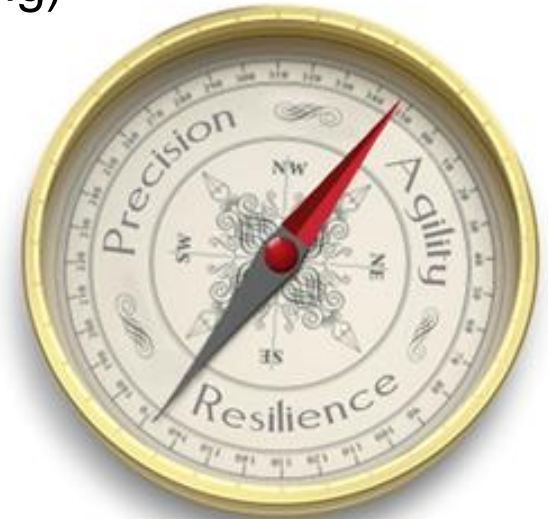
Business is not just doing deals; business is having great products, doing great engineering, and providing tremendous service to customers. Finally, business is a cobweb of human relationships.

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

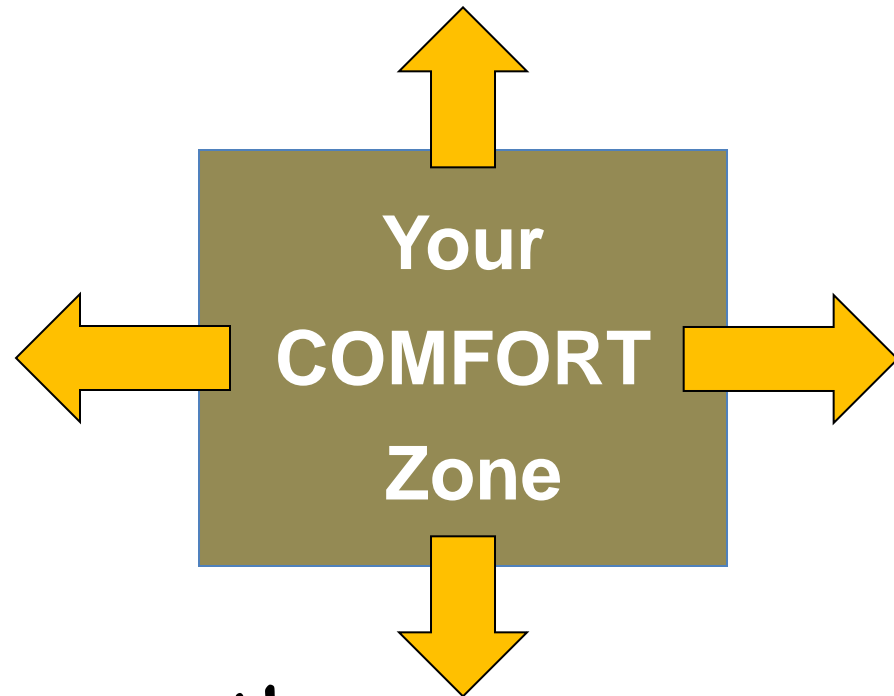


Perception

What is the face of relationship?

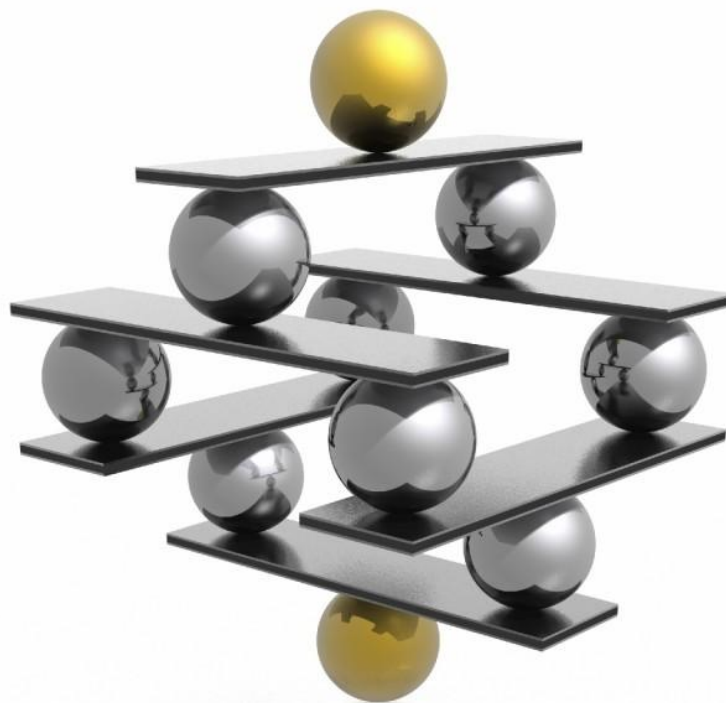


“Think Around the Corner”



Don't MSU!

Building Relationships



Relationships & Key Stakeholder Foundation

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.*



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 sustain interpersonal relationships with key stakeholders?

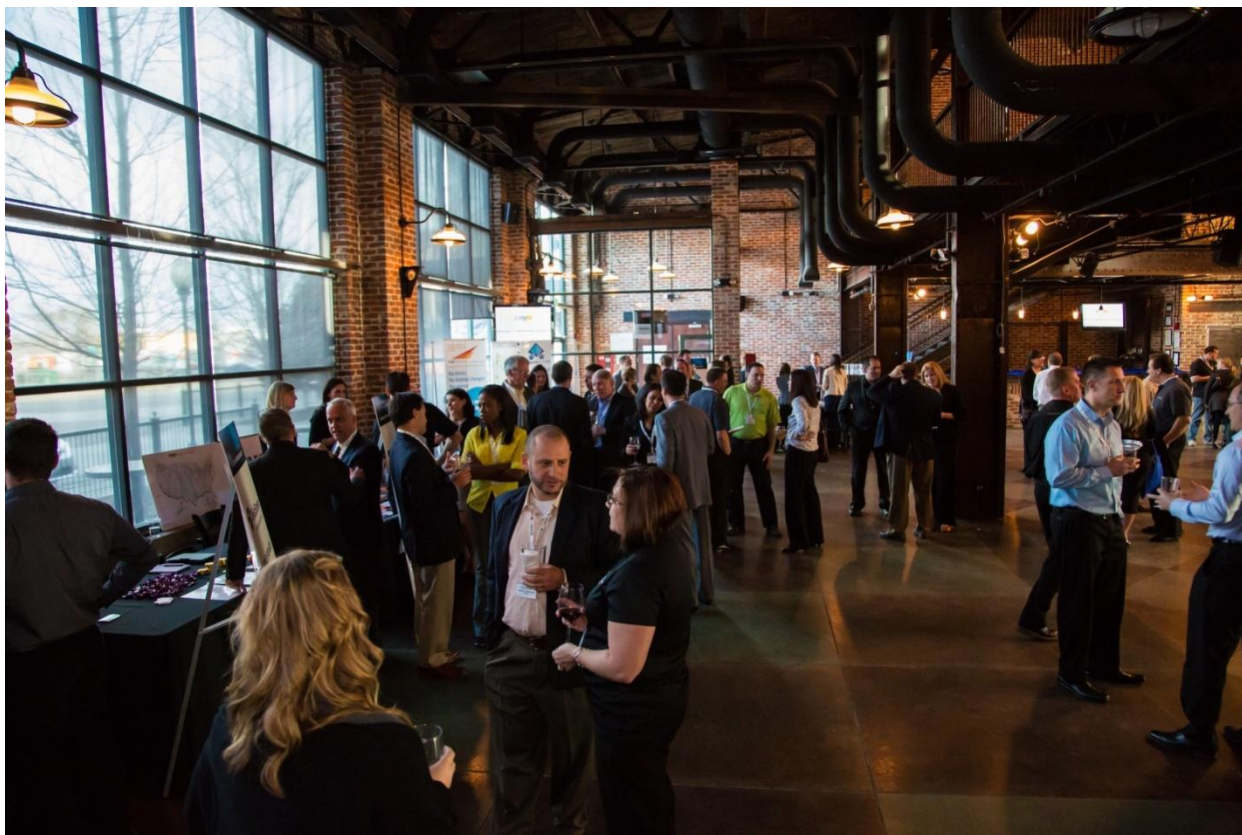


Relationships & Key Stakeholders

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

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

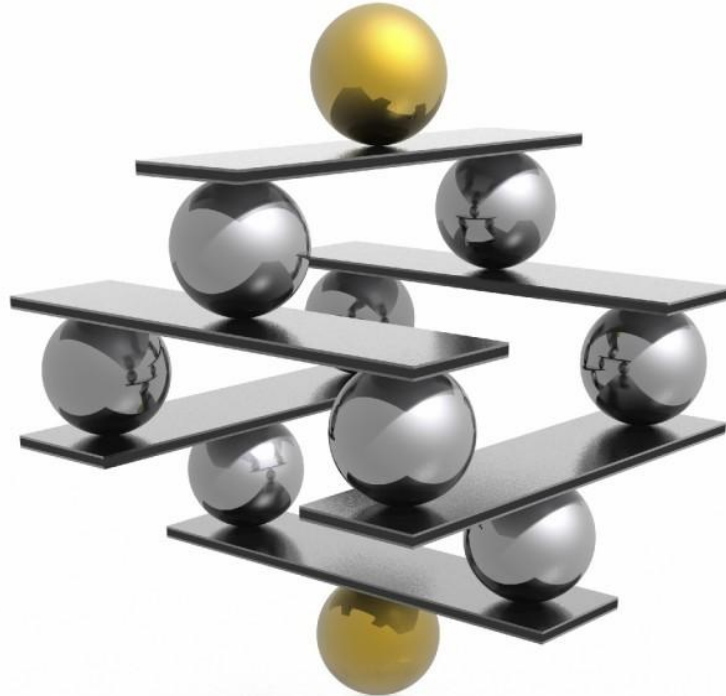
Clarity
Solutions-Focused
"No Surprises Rule"
"Buy-In"
Relationships
(Inclusivity)
Follow-Through
& Closure
Social Media



Emotional Intelligence



Business Credibility



Precision. Agility. Resilience.™

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Your Business Story

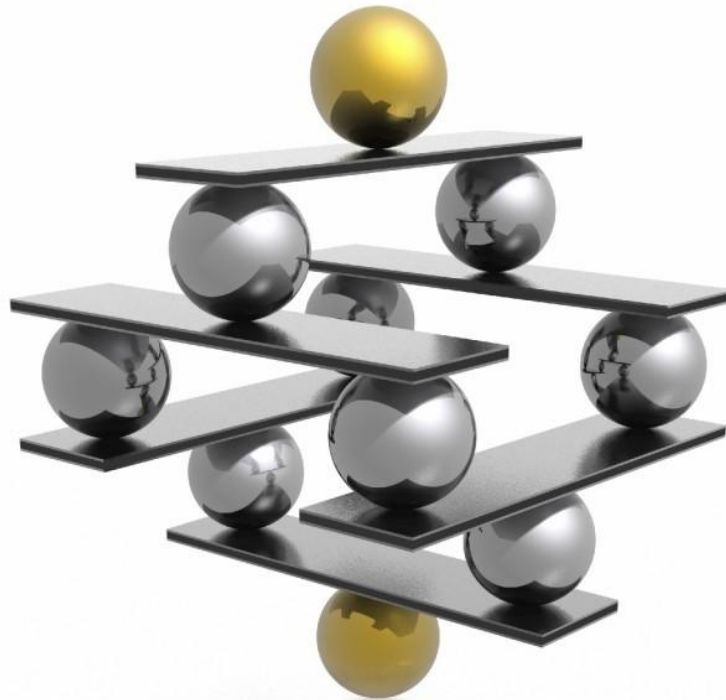
“Sustainability”



- 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



Personal Credibility



Precision. Agility. Resilience.™



Your Leadership Story

“Culture of Excellence”



- 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



Key Stakeholder Gap Analysis

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)

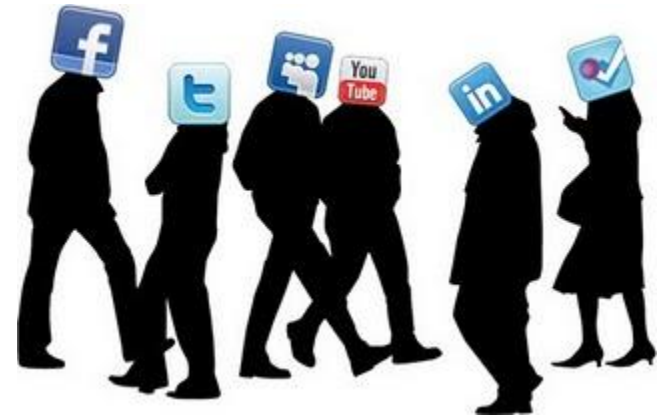
1. _____
2. _____
3. _____
4. _____
5. _____



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

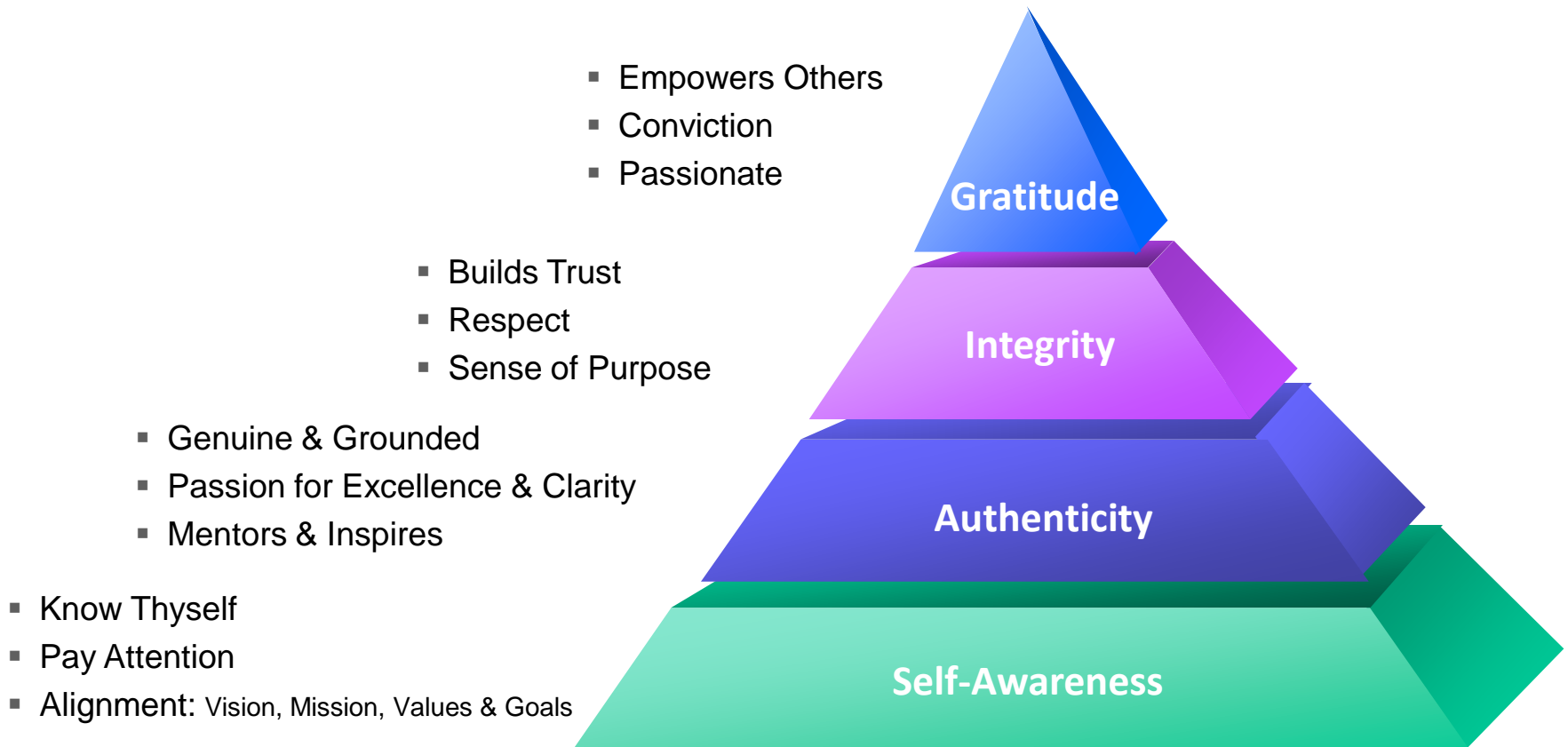


How to Create Trust

- 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!**



Sustaining Relationships w/Key Stakeholders



Summary

- 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
- ◎ Remember:
- Assume Positive Intent
 - Develop a Genuine Interest in Others
 - Be Grounded in Clarity
 - Authenticity

Leadership Webinar Series

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

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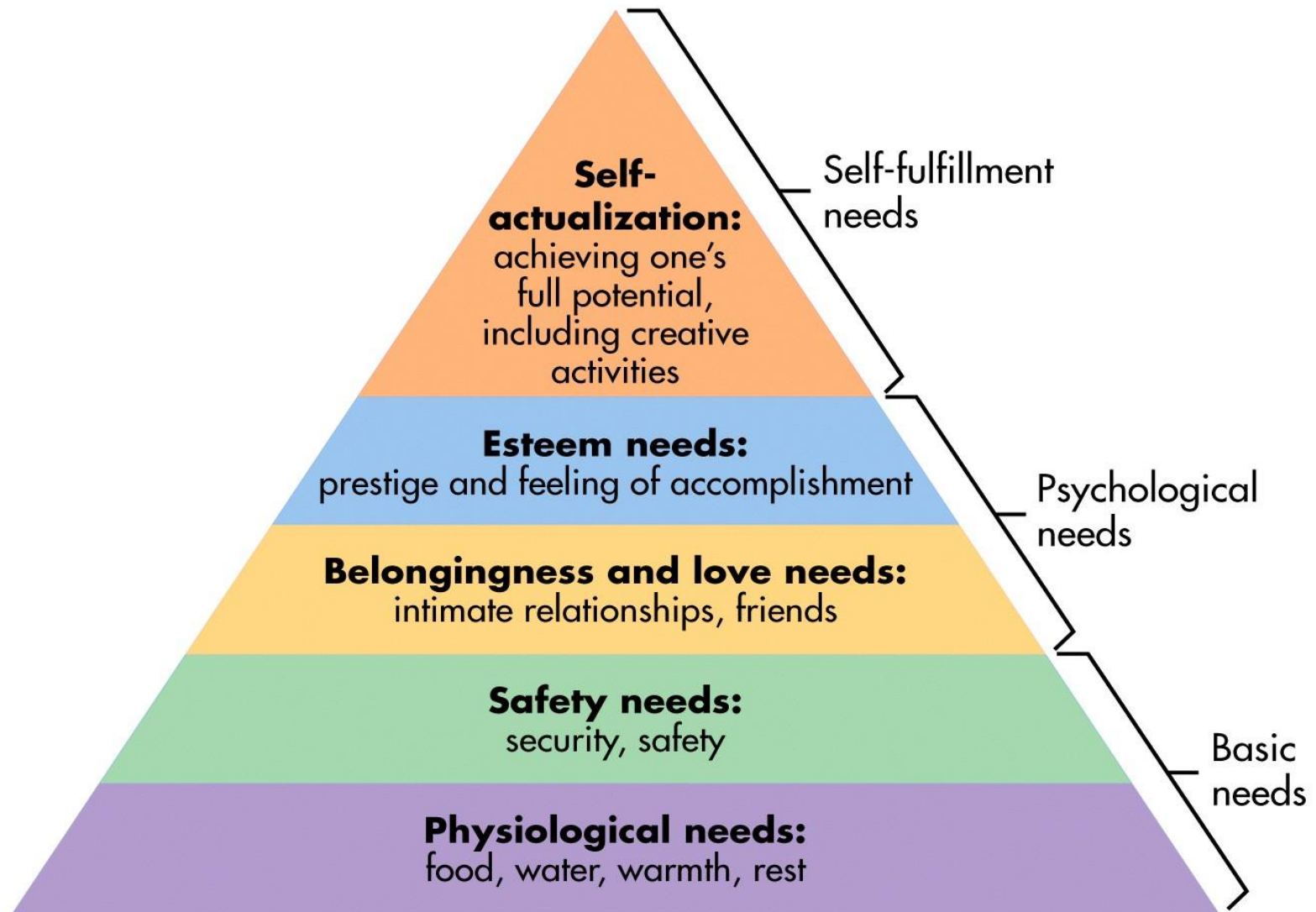


Thank You!

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It's not about doing different things, but about doing things differently
– Syntesis Global

Maslow's Hierarchy of Needs



Leadership Webinar Series

Upcoming Events:

August 18th – Executive Decision Making

September 15th – Driving Accountability

October 22nd – Driving Change and Executing Plan

November 10th – Conflict Resolution

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POLL

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