



# Building Strategic Relationships

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# What does building a connection really mean?



Building long-term relationships over time



Sharing Knowledge



Sharing Ideas



Giving and Receiving Advice



Engaging with People....*Ones You Know and the Ones You Don't*



Having Conversations

# Why Build Connections?

- ▶ As we strengthen ourselves as individual leaders our organizations directly benefit. *Introduces us to new opportunities.*
- ▶ Casual conversations may lead to a helpful bit of advice.
- ▶ Strength in numbers.
- ▶ We often feel we have something to offer others.
- ▶ It's all who you know!

The background of the slide features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes create a dynamic, modern look on the right side of the slide.

Take a moment and write  
down the 5 people you spend  
the most time with....

Who are the 5-10 people that  
matter the most in your  
professional life?

# Professional Connections...

- ▶ Do those 5-10 names represent professional diversity in your network?
- ▶ How many of those people are inside your organization?
- ▶ How many are outside of your organization?
- ▶ As leaders, we should be striving for around 75% of those professional connections to be outside of our organization.



# Personal Board of Directors

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- **Peers** - Colleagues in our field that experience similar challenges
- **County Boards** - Superintendent, SSA Director, SSAs
- **DODD** - Contact within the Department (“go-to” person)
- **Trade Associations** - OPRA, ANCOR, OACB
- **Local Gov’t.** - County Commissioners (who approves levies to be on the ballot?), City Council, Mayor

# Personal Board of Directors

- **Local Businesses** - Restaurants, Industry
- **Family and Friends** - Their connections can quickly become your connections
- **Industry Partners** - All of our vendors you see here this week!
- **Community Organizations** - YMCA, Rotary, ERN
- **Medical** - Doctors, Hospital Administrators, Nursing Homes



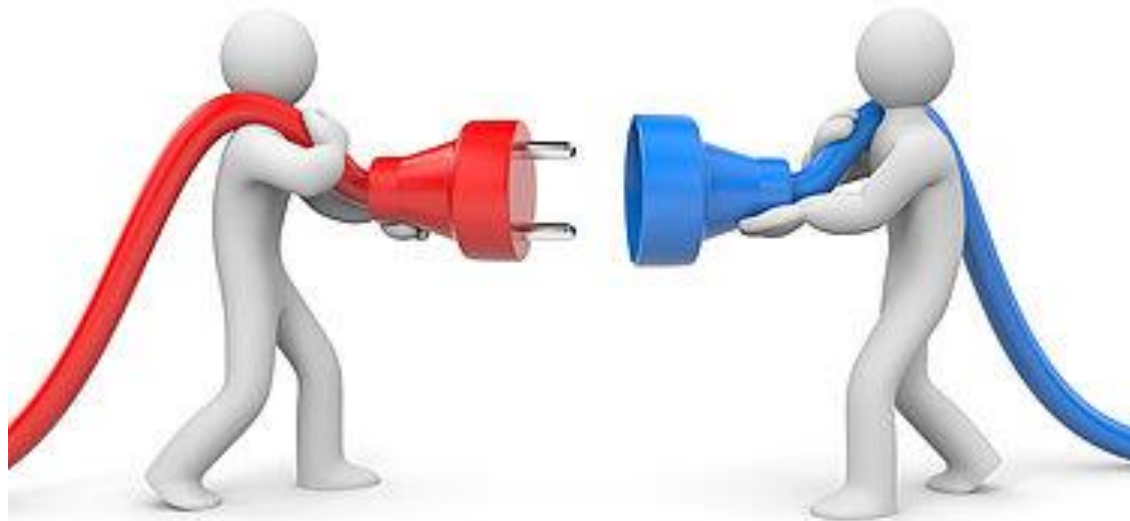
# How do we build those connections?

We are almost always creating connections.

Can we be more deliberate in the way that we do it?



# 10 Ways to Connect



# Get Involved

Conferences

Join a board  
outside of your  
field

Volunteer

# Establish Rapport

- ▶ This is something you should always do when meeting someone for the first time
- ▶ Find ONE thing in common
  - ▶ Where they went to school
  - ▶ Something about their family
  - ▶ What they do for a living

**Meeting someone  
who shares an  
obsession of yours.**



# Be Sociable

- ▶ This is often easier for an extrovert
- ▶ Doesn't mean you have to talk all the time
- ▶ Listen and observe
- ▶ Highlight other's thoughts and comments
- ▶ Put yourself out there



# Offer Value



Collaborate



Connecting with people works best when both parties bring something to the table



Connection will not last long-term if only one person contributes



Share your expertise



Give feedback

# Show Appreciation

- ▶ Say thank you in person
- ▶ Don't underestimate the importance of a simple thank you note
- ▶ Follow up email
- ▶ Send a gift



# Host an Event

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Start Small

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Business after hours through local Chamber of Commerce

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Fundraisers

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Room 331



# Be Strategic

- ▶ Might be the most important way of connecting
- ▶ Prepare - “Everyone wants to succeed, but not everyone is willing to prepare to succeed” - Bobby Knight
  - ▶ Schedule the necessary time
  - ▶ Who do you connect with on a regular basis?
  - ▶ Who should you be connecting with?
  - ▶ Opportunity costs
  - ▶ Be deliberate - connections, time (70/30), goal
- ▶ Example

Make a list of 3-5 people  
you've been meaning to  
connect with...

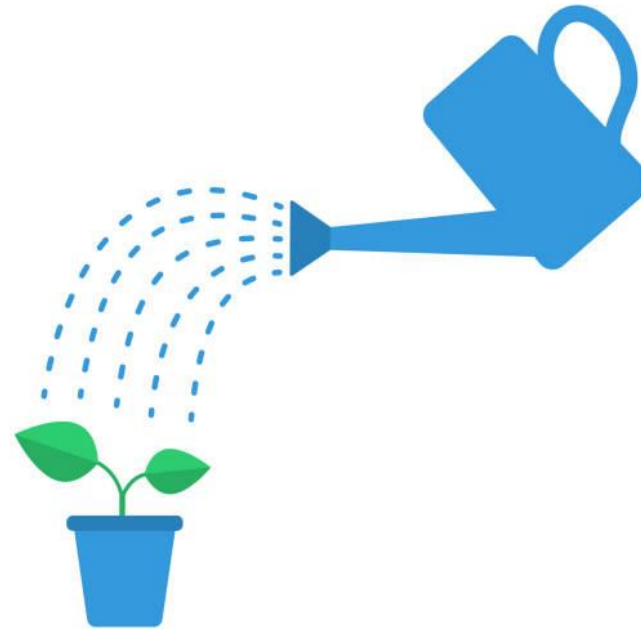
Write down the purpose for  
wanting to connect.

# Take Advantage of All Encounters Planned or Unplanned

- ▶ Never pass up an opportunity!!
- ▶ “You miss 100% of the shots you don’t take”  
- Wayne Gretzky
- ▶ Sometimes it’s better to be lucky

# Continue to Check-In

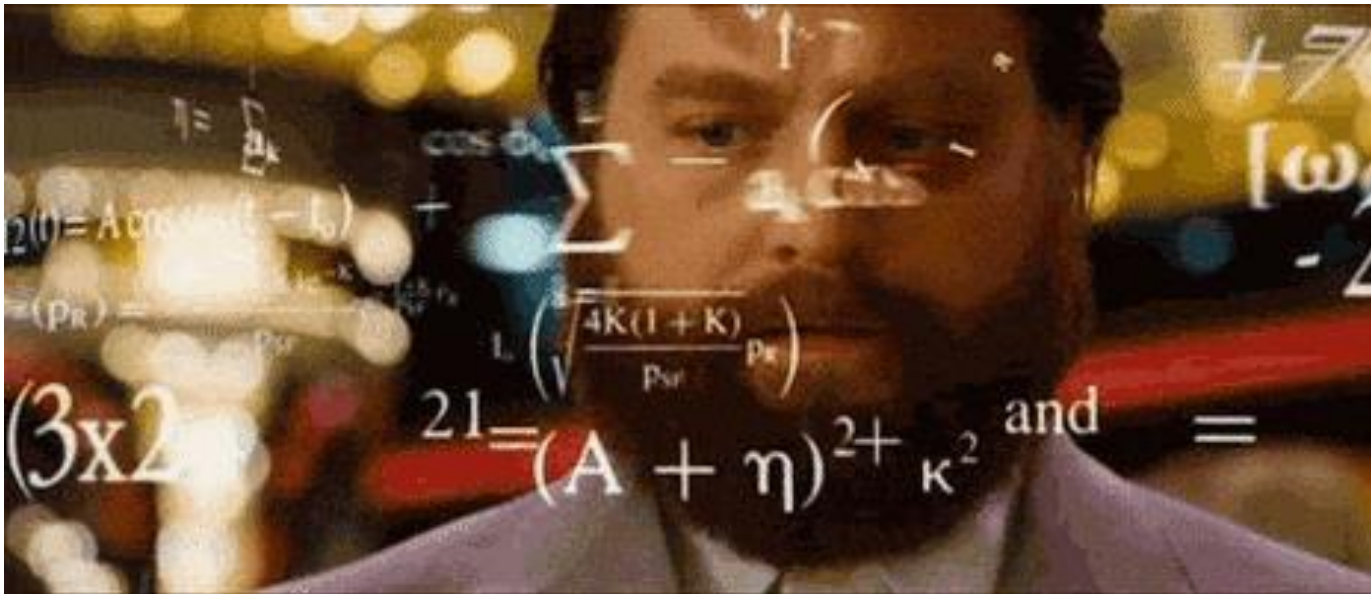
- ▶ Email
- ▶ Text
- ▶ Quick Phone Call
- ▶ Holiday Card
- ▶ Zoom
- ▶ Keeps you fresh in their mind
- ▶ You *MUST* continue to put in effort towards maintaining the relationship!



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Be Memorable

# Intelligence



# Funny



# Ornery





# Attire



# Feeling



# Stay late



# Summary

- ▶ Connections help us as individuals and as organizations
- ▶ Think about your personal Board of Directors
- ▶ Don't be afraid...Put yourself out there!
- ▶ Importance of being strategic
- ▶ **BE YOURSELF!**

# Contact Information

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