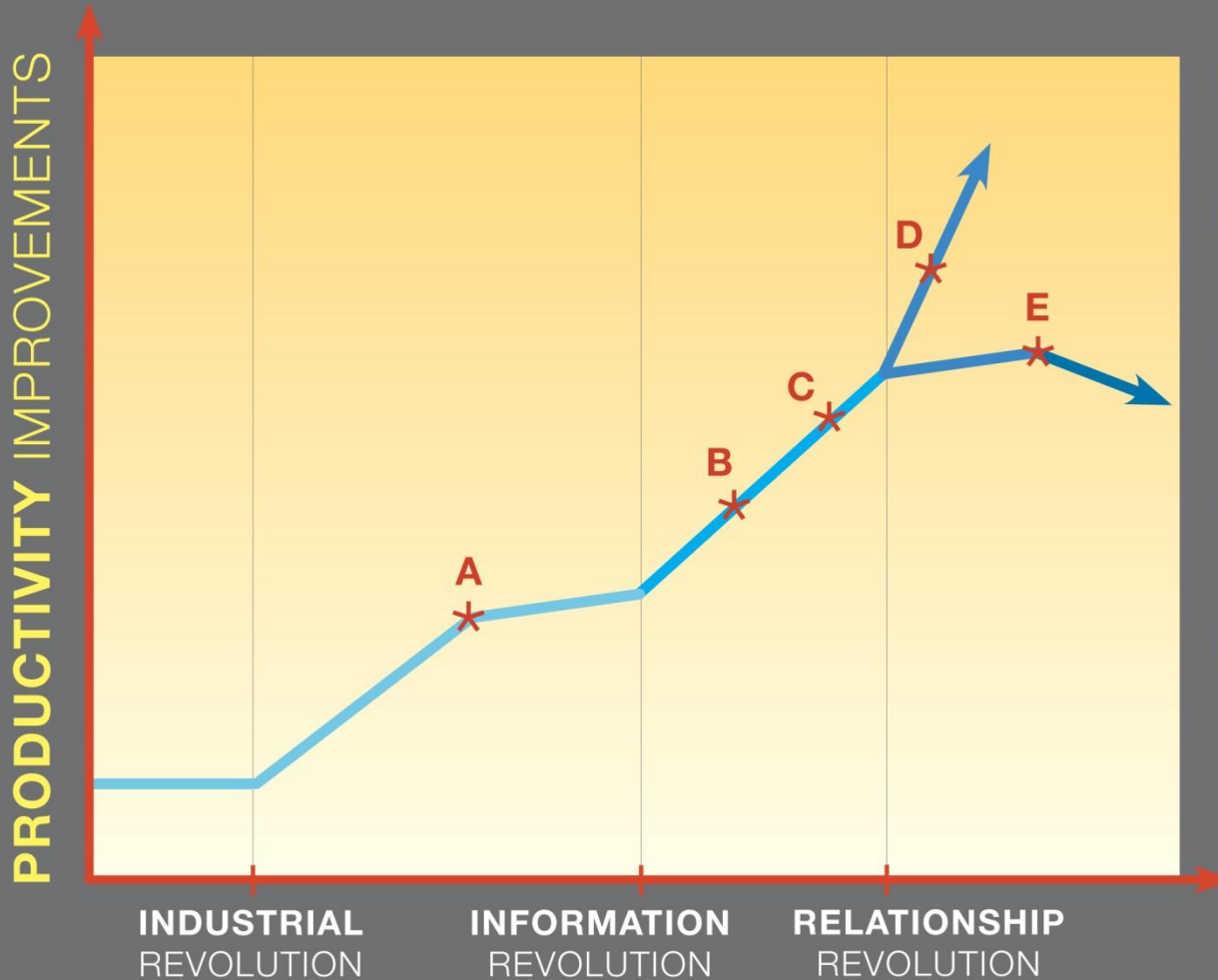


NOT A SPEECH

START OF A DIALOG  
MOVING TO

**ACTION**

# RELATIONSHIP REVOLUTION KEEPS PRODUCTIVITY RISING



**A. TAYLORISM**  
TAPPED OUT

**B. COMPLEXITY** CALLS  
FOR COLLABORATION

**C. TECH** SUPERCHARGES  
COLLABORATION

**D. RELATIONSHIP**  
SCIENCE CAUGHT UP

**E. IGNORING**  
**RELATIONAL**  
**COLLABORATION**  
IS TROUBLE

# THE DATA IS IN



# ARD [ACCELERATED] RELATIONSHIP DEVELOPMENT]

INDIVIDUALS AND ORGANIZATIONS LACK THE **NUMBER, QUALITY AND LEVEL OF RELATIONSHIPS** TO ACHIEVE THEIR GOALS

HAVE **NO EFFECTIVE WAY TO ADDRESS THIS** CRITICAL PROBLEM

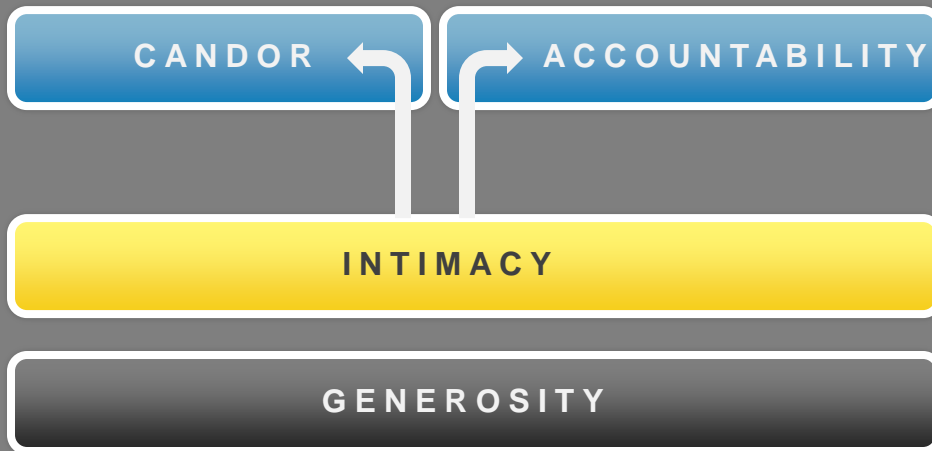


THE RIGHT **MINDSET, PROCESS, AND** BEST PRACTICE **SKILLS** CAN DRAMATICALLY IMPROVE THE PRODUCTIVITY AND SPEED NEEDED TO **BUILD BUSINESS RELATIONSHIPS** AND CRITICAL BUSINESS OUTCOMES

# ARD

# [ACCELERATED] RELATIONSHIP DEVELOPMENT]

## MINDSET



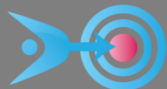
## SKILLSET



## PROCESS



FOCUS



TARGET



DEFINE



ALIGNMENT



OUTREACH



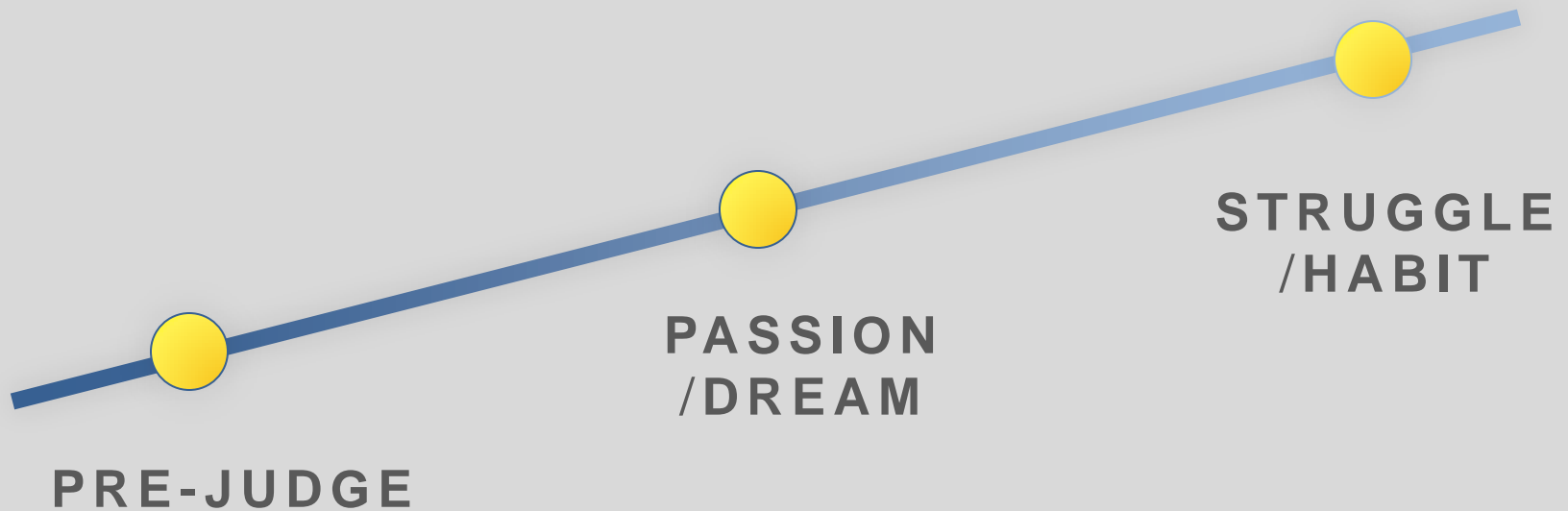
RENEW

# TRUST: 3 DIMENSIONS TO CONSIDER



# ACCELERATED

## PERSONAL RELATIONSHIPS



# TELL YOUR STORY

# SOME CAREER CRIPPLING HABITS

WHAT DO YOU DO THAT HOLDS YOU BACK?

TELL YOUR STORY.

DON'T FORGET A LITTLE SPARRING.

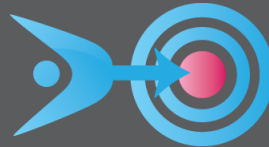
FAMILIAR UNCONSTRUCTIVE BEHAVIORS	
VICTIM	SCHMOOZER
STRUGGLER	PROCRASTINATOR
CONFLICT AVOIDER	JESTER
OVERACHIEVER	SCIENTIST
SHAMER	PLEASER
FIXER	DRAMATIST
BULLY	AND MANY OTHERS...



# RELATIONSHIP ACTION PLAN



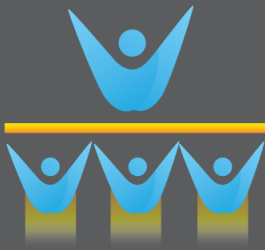
FOCUS



TARGET



DEFINE



ALIGNMENT



OUTREACH



RENEW

# THE **GENEROSITY** PYRAMID



**PERSONAL**

ADDED VALUE YOU OFFER TO MAKE  
OTHERS SUCCESSFUL IN  
**ALL ASPECTS** OF THEIR LIFE

**PROFESSIONAL**

PRODUCT/ SERVICE YOU OFFER,  
ONLY ONE PIECE OF A BROADER,  
**FULLER SOLUTION**

**UNIVERSAL**

EVERYONE HAS SOMETHING  
TO OFFER (COMPLIMENT,  
PRAISE, ETC)

# PERSONAL SUCCESS WHEEL



# A FEW **RELATIONSHIPS** MAKE A HUGE DIFFERENCE

## **LIFELINES**

ABSOLUTELY COMMITTED TO YOUR SUCCESS AND WON'T LET YOU FAIL

## **AMBASSADORS**

PURPOSELY HELP YOU FIND AND BUILD RELATIONSHIPS

## **MENTORS**

RESPECTABLE KNOWLEDGE AND GUIDANCE

## **SOUNDING BOARDS**

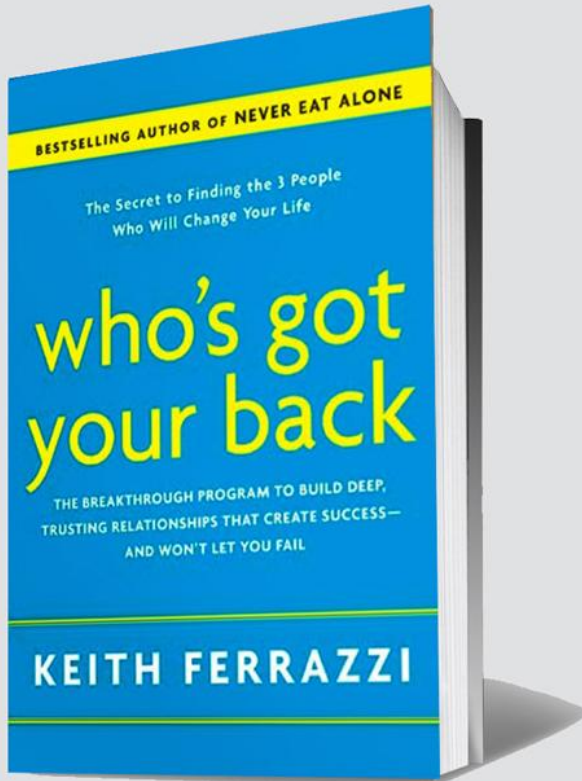
ANYONE TO GET ADVICE AND KICK AROUND IDEAS

## **ANCHORS**

ACTS AS CURRENCY TO ATTRACT OTHERS TO YOUR EVENTS

# A LONG SLOW DINNER!

# A PROVEN METHODOLOGY



FIND YOUR LIFELINE RELATIONSHIPS.

BROADEN YOUR **GOAL-SETTING** STRATEGY.

LEARN TO **FIGHT!**

DIAGNOSE YOUR **HABITS.**

**COMMIT** TO IMPROVEMENT.

LEAN ON OTHERS FOR **SUPPORT.**

**MAKE IT STICK.**

**NOT A “SELF-HELP” BOOK, BUT  
THE FIRST “LET OTHERS HELP” BOOK**

# WHO ARE YOUR **TOP 5 AND 25?**



IS THERE A LEARNING GOAL?  
WHAT DO YOU WANT TO **ACHIEVE**  
IN THE NEXT 2 YEARS?



WHICH GROUPS AND PARTICULAR PEOPLE  
ARE **CRITICAL TO ACHIEVING** THIS?



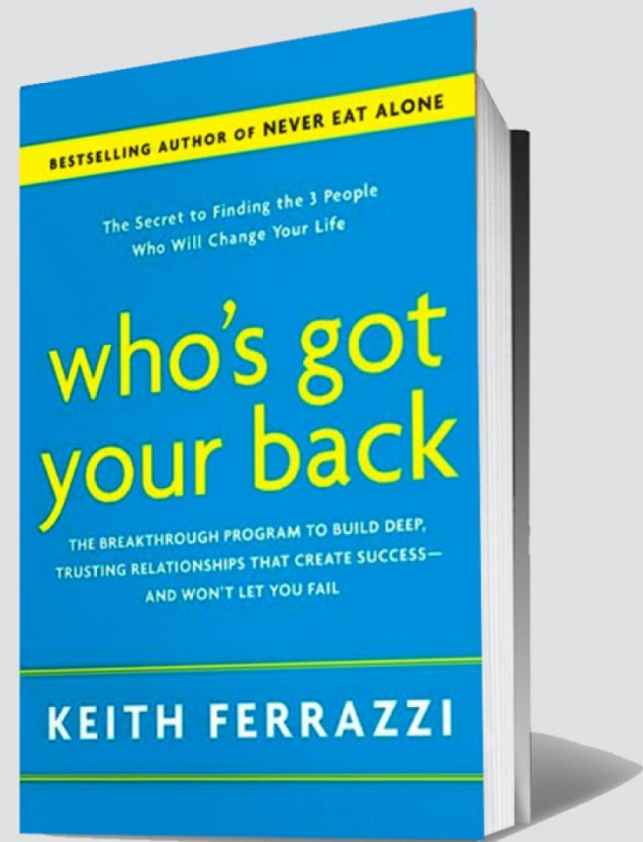
WHAT **CURRENCY** DO YOU HAVE TO DEEPEN  
THESE **RELATIONSHIPS** AND CREATE  
**GENEROUS WIN-WIN OPPORTUNITIES?**



ARE YOUR **E-MAILS, PHONE CALLS,**  
**MEETINGS, AND EVENTS** ALIGNED TO  
DEEPENING **RELATIONSHIPS** WITH THESE  
INDIVIDUALS?

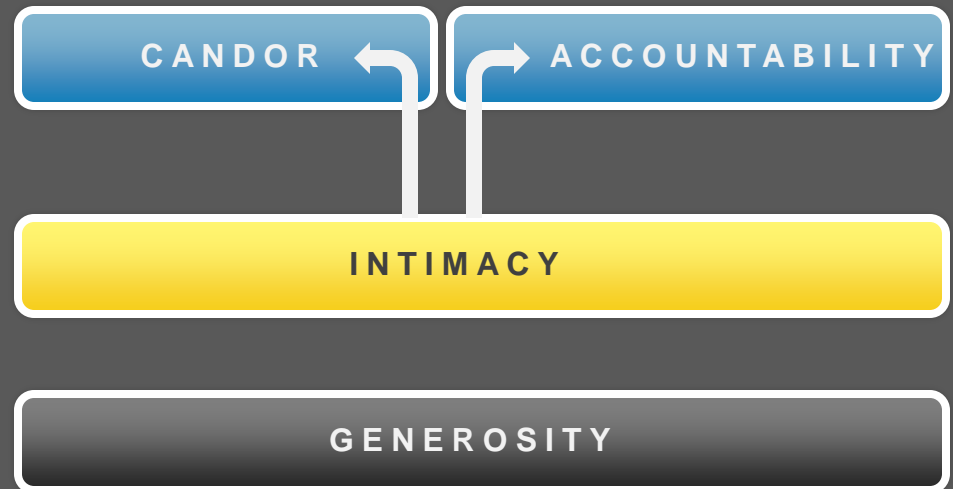
# DEVELOP A **RELATIONAL CULTURE**

- SIGNIFICANT BUSINESS **IMPACT**
- COMMON TEAM **PURPOSE**
- PEER-TO-PEER **ACCOUNTABILITY**
- **TRANSPARENCY** AND COURAGE
- VISCERAL **REACTION** OUTSIDE NORMS



# MISSION 01

## UNDERSTAND THE PSYCHOLOGY



# MISSION 02

## SET CLEAR RULES

- : Say what you're thinking..... **CANDOR**
- : Give a damn (enough to Forgive)... **INTIMACY**
- : Once a decision has been made,  
don't let each other fail..... **GENEROSITY**
- : Let's push each other..... **ACCOUNTABILITY**

# MISSION 03

**TASTE. EXPERIENCE. PROCESS. REPEAT.**



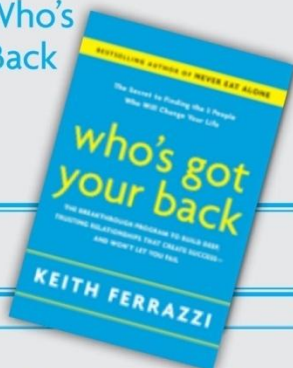
# WHERE ARE WE?



# KEITHFERRAZZI.COM

## The “What’s Holding You Back” Diagnostic

A companion resource to Keith Ferrazzi’s *Who’s Got Your Back*



## LIFELINE GROUP STARTER KIT

## RELATIONSHIP MASTERS ACADEMY

### ENROLL NOW

CHANGE YOUR RELATIONSHIPS.  
CHANGE YOUR LIFE.

 ferrazzigreenlight



## AS SEEN ON GOOD MORNING AMERICA



RELATIONSHIP MASTERY DIAGNOSTIC TOOLS.

THE ONE SKILLSET EVERYONE NEEDS IS THE ABILITY TO DEVELOP RELATIONSHIPS AND NETWORK EFFECTIVELY.

INTRODUCING...



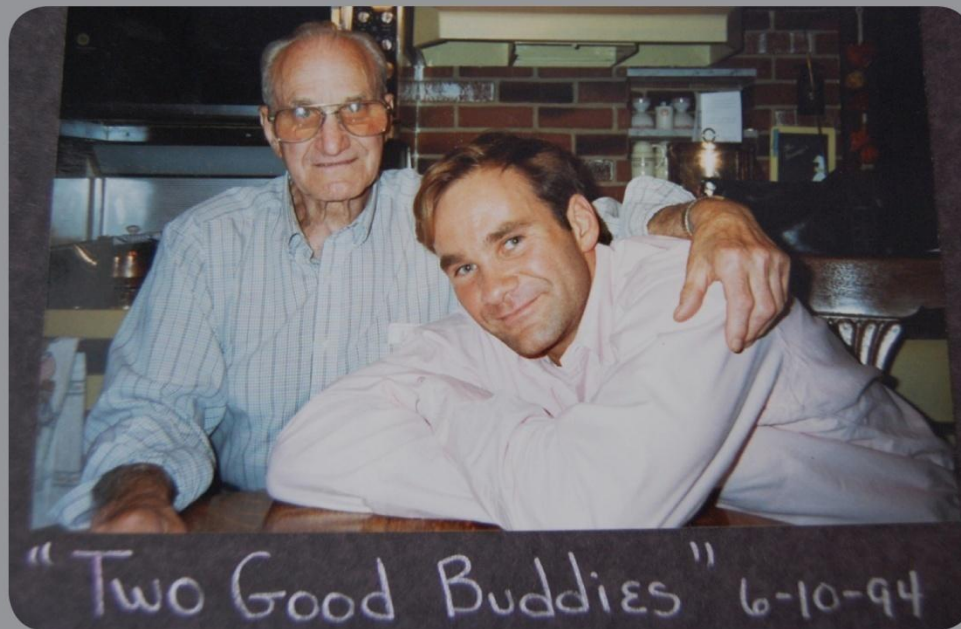
KEITH FERRAZZI'S  
**RELATIONSHIP MASTERS**  
ACADEMY

AN INNOVATIVE ONLINE LEARNING PROGRAM DESIGNED TO ENHANCE YOUR PROFESSIONAL RELATIONSHIPS AND TRANSFORM YOUR CAREER.

## YOU WILL LEARN HOW TO:

- Organize, maintain, and grow a customized network of friends, colleagues, customers, and mentors that produces a never-ending stream of business opportunities.
- Build networking activities into your schedule seamlessly and efficiently.
- Get the key influencers in your profession motivated to see you succeed.
- Exponentially increase your overall business/professional trajectory.

“NEVER BE AFRAID TO ASK,  
**THE WORST ANYONE  
CAN EVER SAY IS NO.**”



PETE FERRAZZI