

Do You Have Contacts or Do You Have Relationships?

By David Nour, Founder – Relationship Economics

Having interviewed close to 1,000 managers, directors and executives for my upcoming book, *Relationship Economics* (Wiley, August 29, 2008), I couldn't find anyone to disagree with the value of relationships in our business community or, for that matter, in our personal lives as well. Yet very few people identify, build, nurture and leverage their relationships to get things done in a systematic, disciplined, consistent *process*.

You know a lot of people. Respectfully, so what? How many of them will return your calls and e-mails within 24 hours? How many have referred you to their most trusted relationships? When you call, how many ask, "Are you OK?" In essence, do you have *contacts* or do you have *relationships*?

There are three different types of relationship builders:

- **Givers** – God bless Mother Teresa and the sheer nobility in the art of giving.
- **Takers** – You know the type: the only time they call is when they want something. And last, but certainly not least . . .
- **Investors** – These people genuinely believe that relationships are more than really important and that they can become a strategic asset and a unique differentiator to any individual, team, or organization.

You simply don't have enough bandwidth to invest in everyone equally. So, how do you prioritize which relationships you choose to invest in? That decision process alone – as well as the diversity, quality and quantity of the investments you choose to make – can clearly delineate market or industry leaders vs. their average peers.

If you genuinely believe that relationships are an investment, then, like any savvy investor, you will aim to create a high return on *influence*. Ask yourself:

- What prospectus are you reading on those relationships most critical to your success?
- What due diligence are you doing on your social network before each visit?
- What value-add do you bring to each interaction?

If you agree that your personal and professional success will heavily depend on the investments you make in others, join us at the **Team Georgia Chamber 2008 Kick-off** luncheon on **Wednesday, June 11, 2008** to learn about Relationship Economics® – the art and science of business relationships.

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David Nour is a social networking strategist and one of the foremost thought leaders on the quantifiable value of business relationships. A native of Iran, David came to the U.S. with a suitcase, \$100 cash, limited family ties and no fluency in English! Fast forward 25 years and he has built an impressive career of entrepreneurial success, both within large corporations and early stage ventures. David is the author of Relationship Economics (Wiley, 2008), a senior management advisor, and a featured speaker for corporate, association and academic forums, where he shares his knowledge and experience as a leading change agent and visionary for Relationship Economics® - the art and science of relationships. To learn more, please visit: www.relationshipeconomics.NET or call 1-888-339-1333.

