

EXECUTIVE DEVELOPMENT PROGRAM

JUNE 5, 2014

8:30 A.M. – 4:30 P.M.

PUBLIC \$995

UD ALUMNI \$945

PARTNER \$870

RELATIONSHIP CAPITAL: TURNING COLLEAGUES AND CONTACTS INTO RELATIONSHIPS THAT WORK

Today's business landscape is complex, always changing and extremely competitive. Internally, within any organization, leaders are expected to inspire their team. Externally, we need to grow our customer base and develop stronger relationships. We are all searching for the answers. Technology plays a part. But at the end of the day, everybody has access to the same arsenal of tools from Facebook, Twitter and LinkedIn to email, telephone and text communications to attempt to "build" relationships.

So with the playing field equal, what really matters? Think about it. If you're picking between two vendors or clients who want your business, two nonprofits that need your donation or two investors who are considering funding your venture, what do you consider? Quality is important and price matters. But what about trust? Whom do you really know? It always comes down to this most important question. Whom do you have a relationship with?

Learn the strategies and skills to achieve professional and personal success through deeper, more authentic relationships (first floor to fifth floor) with customers, clients and employees. How do you measure up in relationship excellence? Many people lack the skills, confidence or motivation to build professional relationships that go beyond mere networking, collecting business cards or capturing contacts via social networking. With the outlook of the economic climate, building deep and lasting relationships is the ultimate lifeline for your life and organization.

THIS PROGRAM WILL HELP EXECUTIVES:

- Understand why ROR (return on relationships) is the new currency driving ROI.
- Create a relationship game plan that can effectively be used daily and weekly.
- Implement the five floors of relationships and utilize them with your team or clients to build relationship capital and results.



Tommy Spaulding

Tommy Spaulding is president of the Spaulding Companies Corporation, a national leadership development, speaking, training, consulting and executive coaching organization. A world-renowned speaker on leadership, Spaulding has spoken to hundreds of organizations, associations, educational institutions and corporations around the globe. His first book, It's Not Just Who You Know (Transform Your Life and Your Organization by Turning Colleagues and Contacts into Lasting, Genuine Relationships), is a New York Times, Wall Street Journal and USA Today national best-seller.

Spaulding earned a B.A. in political science from East Carolina University; an M.B.A. from Bond University in Australia, where he was a Rotary Ambassadorial Scholar; and an M.A. in nonprofit management from Regis University. Spaulding received an honorary Ph.D. in humanities from The Art Institute of Colorado.

Duane Grischow is a professional trainer and facilitator with more than 20 years of international leadership, team building and life skills development experience with groups ranging from youth to collegiate to corporate. Today, as part of Spaulding Companies, Grischow's thoughtful and engaging curriculum brings the principles of It's Not Just Who You Know to life for practical application and lasting impact.



Duane Grischow