



- List

Relationship Capital Tips

Relationship Capital is the network you have built up over the years and the goodwill you've created based on your reputation and the organizations you represent. It is the connections, a storehouse of useful assets that have accumulated value.

- ◆ Determine how managing Relationship Capital can help you with your advocacy.

- ◆ Answer these questions:
 - What is my objective?
 - Who is involved in achieving that objective?
 - Who are the influencers?
 - Where does that power convene?
 - Who is at the table?
 - Who is vocal?
 - Who is asked to weigh in?
 - Who huddles with whom?
 - Who are the architects of the systems?
 - What allies are beneficial to know to strengthen my case?
 - What brokers should I be introduced to in the community?
 - How can I expand my spheres of influence?
 - How can I nurture fledging relationships?

- ◆ Leverage these five helpful hints
 1. Don't be late for meetings where everyone introduces themselves. You miss the perfect opportunity to give your elevator pitch.
 2. Say your piece then move on. Don't dominate one person's time at networking events.
 3. Send thank you notes, offer gems of wisdom or make thoughtful gestures to people you meet.
 4. Ask to be added to committees.
 5. Think like an account manager and find ways to make connections.

- ◆ Create a system to manage your relationships.