

Connections



Connection: The art of communicating with shared understanding, mutual vision, and common purpose.

Three Types of Business Connections

1 TRANSIENT

A relationship that lasts only a short period of time; not enduring or permanent.

Uses:

Find or reconnect with contacts.
Initial contact point

Pitfalls:

Can be a distraction
Little to no commitment or accountability to action or words

Examples of Transient: Facebook, LinkedIn, SnapChat

Recommendation

Limit time invested in transient relationships.

Use sparingly to reconnect or initiate contact.

2 TRANSACTIONAL

A relationship where both or all parties are focused on self-interest and do things for each other with the expectation of reciprocation.

Uses:

Process or outcome focused results
Requires little investment to develop

Pitfalls:

Can lead to blaming and justifying
Accountability to self, not relationship and can lack shared goals or outcomes

Recommendation

Mutually define success.

Ensure roles or activities are aligned and clear.

80% of business relationships

3 AUTHENTIC

A relationship that is worthy of acceptance or belief. True to one's personality and character. Sincere with no pretensions.

Uses:

Cultivate meaningful, lasting connections
Create mutual success and shared responsibility

Pitfalls:

Takes investment of time and effort to cultivate

Recommendation

Reinvest time spent on the less productive relationships, cultivating meaningful authentic relationships with your critical 20% that produce exponential value.

Understand not just transactional roles and activities, but understand needs, wants, and challenges of the other parties in the relationship.

