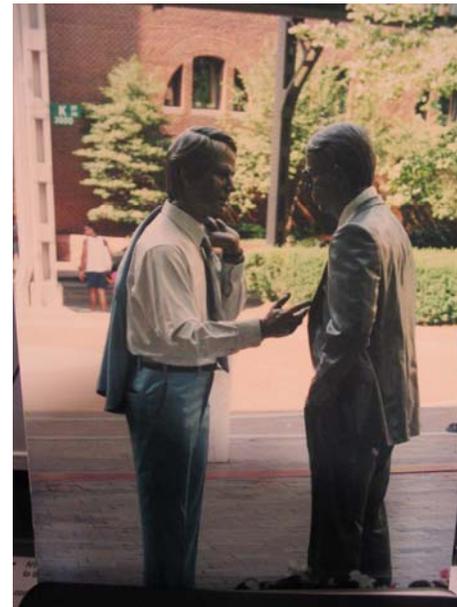


Building Relationships for Professional & Personal Success

*Presenter:
Bob Gahagan*



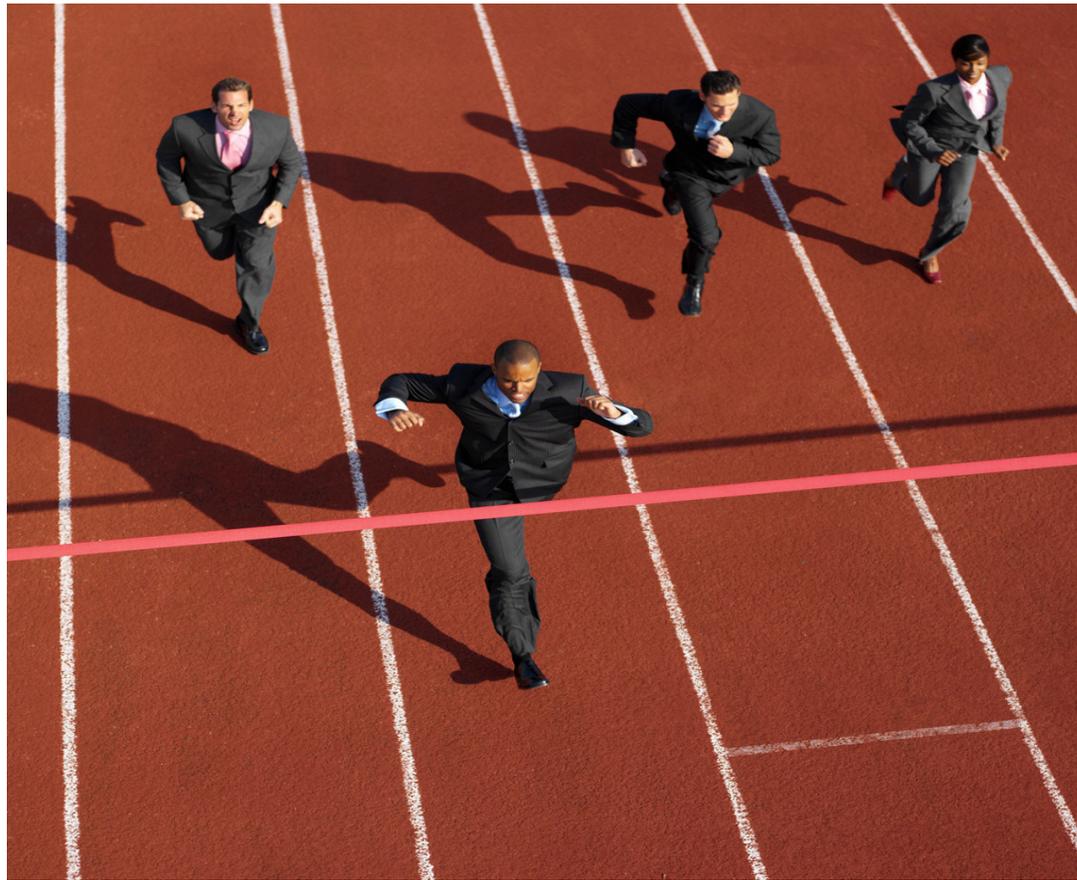
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What difference?



Background:

- Old vs New
- Product development
- RI

Our Agenda:

Relationship building for success:

1. Strategies for professional & personal growth
2. Tips for optimizing every contact
3. Tactics for continuous improvement

Bob Who?

Bob Gahagan:

-
- Small business founder and entrepreneur. CCSI's clients range from \$2M to \$60B revenues.
 - Prior to CCSI, Bob spent 25 years with 4 divisions of the IBM Corporation involved in government contracting and commercial products and services development, strategic planning, program management and training.
 - Is an adjunct S/B Counselor at the PTAC Center in Fairfax, VA. - has assisted more than 500 companies over the past four years. Is also a regular instructor who's trained over 600 adult students on gov't RFPs.

Why Build Relationships?



Wisdom:

Ben Franklin:

"We must indeed all hang together, or, most assuredly, we shall all hang separately."

Theodore Roosevelt:

"The most important single ingredient in the formula of success is knowing how to get along with people."

Perception:

Dr. Stephen Covey:

“Technology will become commoditized and the competitive advantage will be the quality of the relationship”

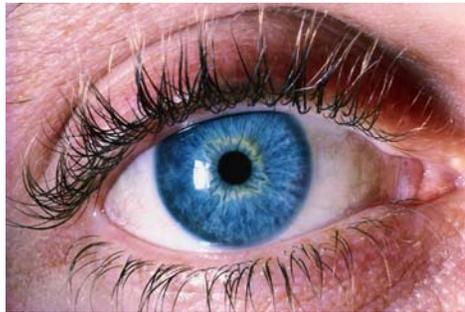
“The importance of human relationships will remain a constant, because high-tech does not work without high touch.”

Fact:

“All the product knowledge in the world cannot make up for a lack of people skills.”

Anthony Parinello, Selling to VITO, the Very Important Top Officer (p.171)

Remember:



But:

- DIKY?

- Fred

-

Is This Like Networking?

According to Webster:



Networking: the act or process of informally sharing information and support, especially among members of a professional group.”

Who? Where?



Our Agenda:

Relationship Building:

1. Strategies for professional & personal growth

2. Tips for optimizing every contact
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Strategy Considerations:

1. Safety first?

2. Mindset

3. Amygdala – F&E

4. Retail?

5. Creativity

Think About:





Our Agenda:

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3 Key Prerequisites

1. Performance

- Excel
- No surprises
- Be positive
- Be creative & curious

2. Integrity

3. Personal Packaging

This?

- Smile
- Upbeat & outgoing
- Share
- Communicate
- Open

Or this: no smile, uncommunicative, non-responsive, etc.

TIPS for Optimizing Contacts

- Product
- Position
- Process
- Practice
- Performance



Tools of your trade



Our Agenda:

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Never Forget:

“The only place where success comes before work is in the dictionary.”

Anonymous.

Post Events:

- *Post mortem*
- *Metrics*
- *Mentors*
- *Survey*
- *Remember*



Goals



Food for Thought

"One great reward for being a team player is that it means you aren't alone with your problems. Life has enough lonely times in store for all of us; colleagues can halve your sorrows and compound your joys. If you're pressured, colleagues and teammates can lessen the burden, and when you are exultant, they can multiply it. The amount of success you are capable of enjoying, and the pleasure you are capable of feeling, is equal to the number of people you're willing to share it with."

"When I, Me, Mine Runs Afoul of The Party Line", By Sally Jenkins, Washington Post, Monday, May 6, 2002; Page D01

Game Plan:

- Continuous alert to new communication opportunities
- Continuous improvement of communication skills



Proposal Development & Training

Oral Presentations Coaching

Networking Coaching

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