

## The Relationship Principles

- 1 Build your network before you need it.
- 2 Become truly distinctive at something.
- 3 Be enthusiastic and passionate about your work...and everything else you do.
- 4 Be generous with your time and wisdom, and help others with no expectation of receiving anything in return.
- 5 Start a relationship by having an interesting conversation together, not by showing how brilliant you are.
- 6 Ask yourself, "How can I help? Does this person have a particular interest, need, or goal I can add value to?"
- 7 Focus on the person—on following him or her throughout an entire career—not the position.
- 8 Be authentic. If you're introverted, be comfortable about it; if you're extroverted, be that way all the time!
- 9 Cultivate your own interests so that you are interesting to others.
- 10 Be genuinely interested in others: "You will be more successful by being interested in others' success than by trying to get them interested in your success" (Dale Carnegie).
- 11 Assume positive intentions in others' actions.
- 12 Give some trust to start the trust-building process.
- 13 Exemplify the 4 dimensions of integrity at all times: honesty, consistency, reliability, and discretion.
- 14 Be seen as part of your client's growth and profits, and they'll never get enough of you. Be seen as a cost and you'll be easily cut.