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Pittsburgh, Pennsylvania

Building and Maintaining Relationships with Stakeholders and Others

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Why is it important for us to build relationships with our stakeholders?
“The most important single ingredient in the formula of success is knowing how to get along with people.”

– Theodore Roosevelt

Natural Relationships / Forced Relationships

People it’s easy to be around (people you like to be around)

People it’s work to be around (but you have to be around out of necessity)

Our stakeholders are:

• Members of the Profession
• The Public
• Government
• Professional Advocacy Associations /Groups
• The Media
• Others
So, how do we build relationships?

Words of Wisdom from Moses Maimonides

“Teach thy tongue to say I do not know and thou shalt progress.”

- No sé
- Ich weiß nicht
- Je ne sais pas

“Whenever you’re in conflict with someone, there is one factor that can make the difference between damaging your relationship and deepening it. That factor is attitude.”

- William James (American Philosopher)
“Be nice to people on your way up…

Because you'll meet them again on your way down.”

-Wilson Mizner

The Professional Members

- **WANTS vs. NEEDS**
- Recognizing & Reconciling differences
- “Selling” unpopular or unpalatable concepts grounded in public (not profession’s) interest
- Achieving member support/solidarity
Government

- How are you perceived now?
- Perceptions - based on fact or fiction?
- Setting the record straight
- Key to credibility - walking the fine line
- Strive for positions beneficial to all
- Don’t make promises you aren’t certain you can keep

Professional Advocacy Group(s)

- Recognizing difference in mandates
- Where are the goals common?
- Are you working towards the same goal?
- Respect position of others, hold firm on your own
- Respect different ways to achieve same end
- Always take the high road!

The Public

- Building and maintaining credibility
- Are your policies and positions grounded in public interest?
- Public support can be critical in the pursuit of regulatory/legislative change
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The Media

- An opportunity and a challenge!
- Opportunities……
- Challenges……
- Important allies to have and keep
- Knowing key messages and sticking to them

Formula for Building Successful Relationships

- Active listening
- Making connections
- Valuing others
- Admitting when you don’t know
- Making a positive difference
- Being accountable
- Having the right attitude

= Successful Relationships

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In closing...

“We cannot hold a torch to light another’s path without brightening our own.”

– Ben Sweetland (Author)

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