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**Early Bird Session
from Executive
Leadership for
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Promoting Regulatory Excellence

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

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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 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 

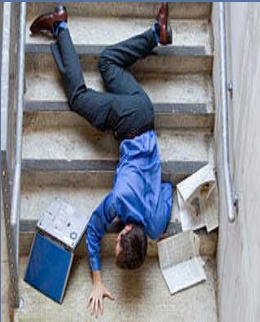
“Whenever you’re in conflict with
someone, there is one factor that
can make the difference between
damaging your relationship and
deepening it. That factor is attitude.”
– William James (American
Philosopher)

“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

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



In closing...

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

– Ben Sweetland (Author)


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