



Finding Your North

Strategic Relationships Toolkit

November 2022



Whilst many relationships happen organically, if we want to enhance our impact & fulfillment we must get strategic about our relationships

What do we mean by *strategic*?



Regularly tune into your goals & priorities to identify what matters to you & what impact you want to have



Be aware of who is important for you to be able to achieve your goals & what is important to them



Proactively & Intentionally strengthening relationships that will help you unleash your potential & give you fulfillment

Strategic Relationships help drive impact in your day to day work



Shaping your project

Getting early opinions up front defines & shapes quality of work & gains support later



Winning Resources

Getting support from people can unlock time, money & people which enhances success



Build Understanding

Communicating early & often ensures they grasp what you are doing & understand benefits so they support you later



Get ahead of the game

Understanding their needs means you can anticipate their reactions to work as it progresses, allowing you to plan actions that win support



Influencing Decisions

Strong relationships mean that you can help influence decisions and that others will weigh in to help you make strategic decisions.

Strategic Relationships help in your overall career & life

The Mentor

More experienced advisor – gives perspective, helps broaden expertise, grow emotional intelligence, learn unwritten rules.

The Sponsor

Advocate & influence on your behalf and directly present you with career advancement opportunities

The Partner

Mutually beneficial peer & ally, serves as a sounding board to broaden your perspective. Trust & shared drive to succeed together

The Competitor

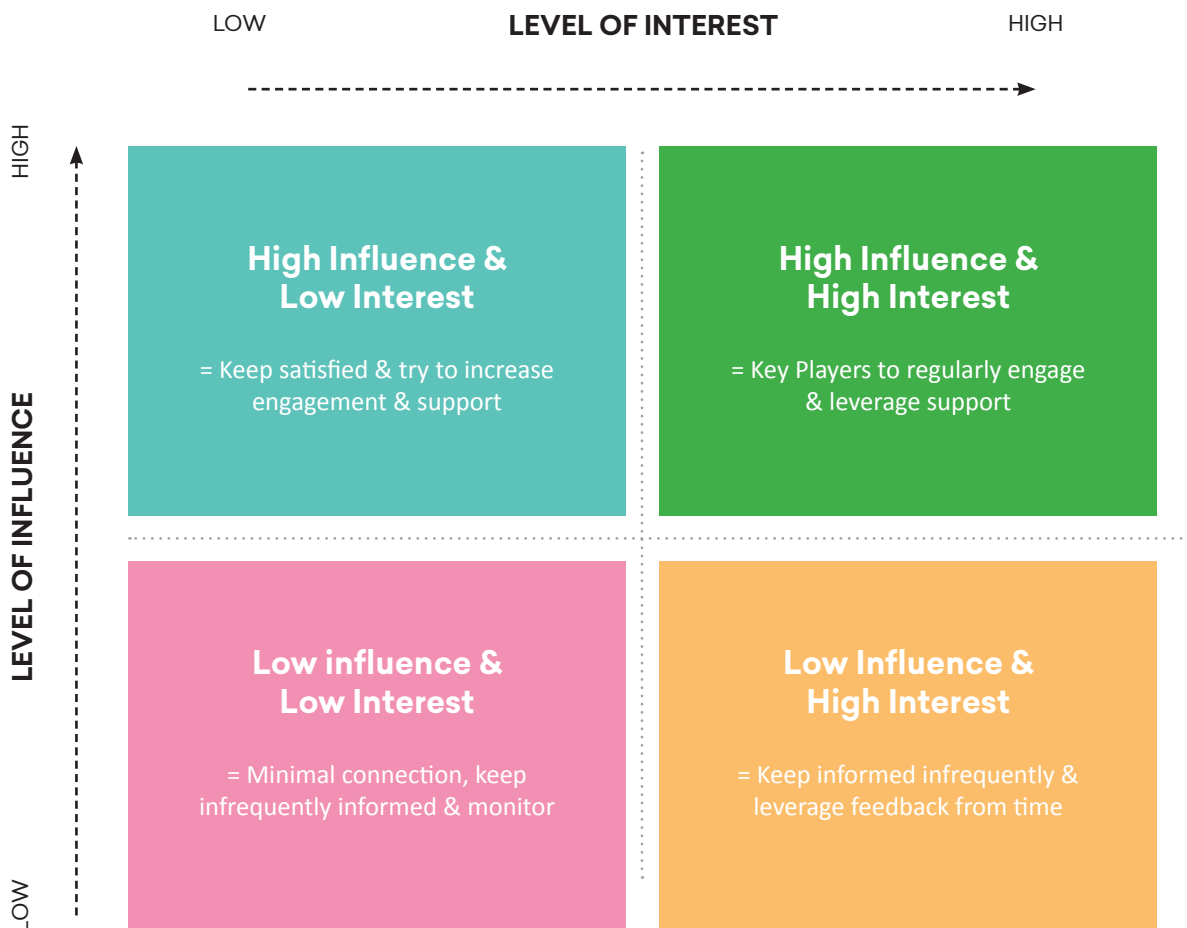
Working together not against each other. Often leads to improved performance, breakthrough ideas, and greater drive to get things done.

The Mentee

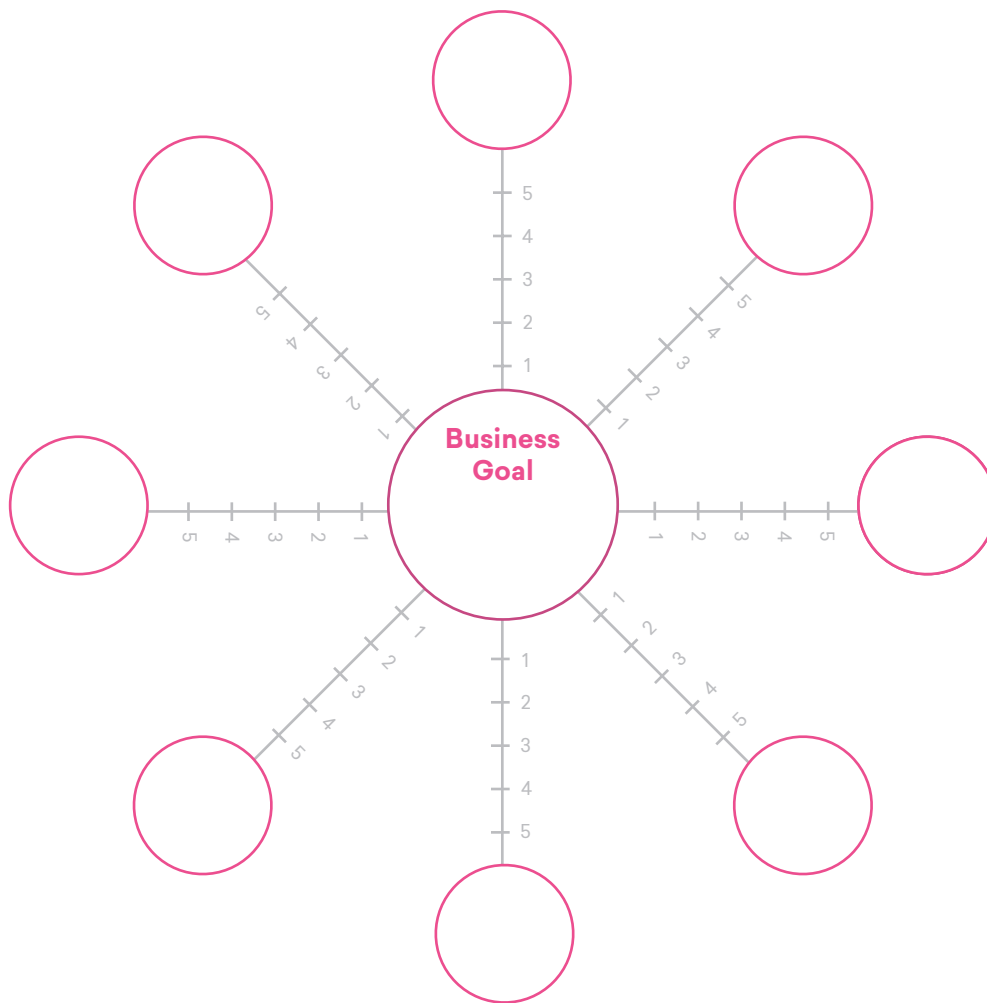
Becoming a mentor teaches you to bring out the best in others, recognize their strength, give feedback, and coach. In turn, it will push you to be better and to strive for more.

Source: Harvard Business Review

Stakeholder Map



Strengthening your relationships with key stakeholders



For the people in the top two “green quadrants” of your map:

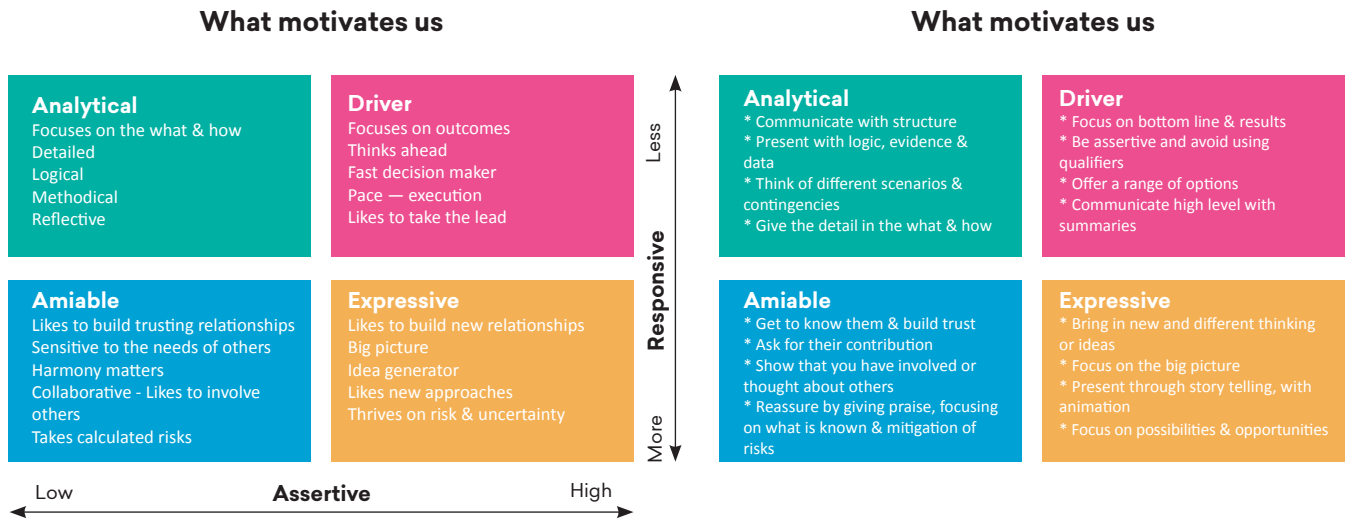
...Write their names in the bubbles around your business goal & identify the following for each person:

1. How strong is your relationship today? (e.g. how visible & Influential are you with these people on scale of 0-5?)
2. Consider what you want the ideal score to be? (0-5)
3. Identify what 1-3 actions can you take to improve that? E.g.
 - Ask them for a coffee to get to know them better
 - Ask for a slot at their meeting to engage them in your goal & what help you need
 - Explore who else is in their network who could help you get on their radar

Social Styles



Mapping ourselves & our stakeholders on social styles helps spot the differences between our communication style & the style of others so we can adjust to better connect & influence



- How do you currently communicate with them today?
- What would you change to connect, influence & strengthen the relationship now you have mapped their style?

Dialogue starters to engage & influence key relationships

Analytical *"I would love to take you through the detailed approach & results & show you exactly why it is such a successful innovation. Then you can explore which way you would like to input & support it"*

Driver *"Topline this is how much proven growth & profit this project will deliver – we just need you to take the lead in approving the launch so we make it happen fast"*


Amiable *"I have been working brilliantly with your team to enrich the project already but I know how passionate you also are about this space & how much experience you have..... so it would be really valuable to get your input & ideas around how to launch this project successfully."*

Expressive *"I am so passionate about this launch - it will be one of the most groundbreaking & exciting innovations launched in last 10 years. I cannot wait to hear what you think & how you see the possibilities it can bring!"*

Stakeholder Reflection & Planning Template



Example

 <p>Your Goal Get more women into leadership positions through building their confidence</p>	<p>Who?</p>	<p>Sarah Smith Women leadership coach in large corporations</p>
	<p>Power & Interest in your goal</p>	<p>High Power & High Interest Key Stakeholder to connect with & keep engaged as has wide network & can help. She will be passionate about my goal as its linked to hers, she wants to grow her business & I have a wide network and ideas I could also help her with!</p>
	<p>Strength of Relationship</p>	<p>Red: Low visibility & low influence (1) and want it to be stronger (4) Met her Once. Probably won't remember me! I haven't reached out yet</p>
	<p>Their social style</p>	<p>Expressive Very enthusiastic, passionate & visionary , not into the detail & likes big ideas & visionary thinking</p>
	<p>ACTIONS & IDEAS</p>	<p>1. Two of her clients are my colleagues - ask them to share my vision & work & recommend me 2. Email her a follow up message expressing my admiration for her work & passion for women's leadership. Share with my vision, goals & ideas about how we could help each other. 3. Go to a conference she is speaking at & introduce myself in person – be sure to use visionary & passionate language & ask her for a coffee catch up to exchange ideas & enrich each others work.</p>

Your own

<p>Your Goal</p>	<p>Who?</p>	
	<p>Power & Interest in your goal</p>	
	<p>Strength of Relationship</p>	
	<p>Their social style</p>	
	<p>ACTIONS & IDEAS</p>	

Thank you

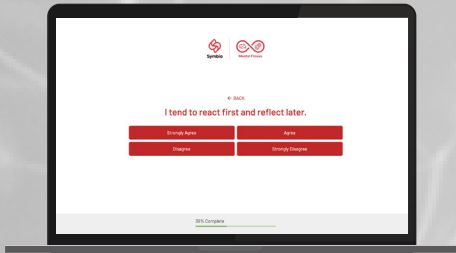
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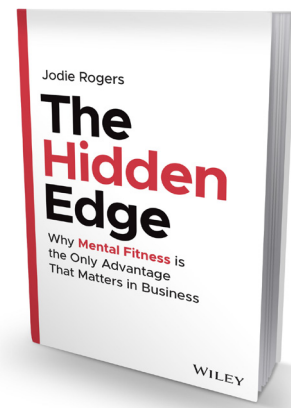
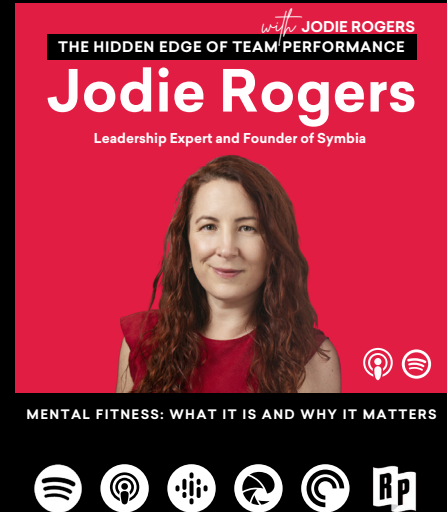
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