Developing Strategic Relationships

Cathy Shimmin, Senior Training Consultant, Directory of Social Change
7 C’s from Cathy

C
Clarity

C
Create Opportunities

C
Concerns

C
Conflict

C
Communication

C
Confidence

C
Credibility
Clarifying Goals and Roles

- What is the overall purpose of the partnership?
- Are you clear of vision, mission and objectives?
Clarifying Goals and Roles

• What is the overall purpose of the partnership
  Are you clear of vision, mission and objectives

• Write down the purpose of your role in one sentence
Clarifying Goals and Roles

• What is the overall purpose of the partnership
  Are you clear of vision, mission and objectives

• Write down the purpose of your role in one sentence

• **What can you find out about others?**
  Goals and Roles, Priorities, Parameters, Values
Creating Opportunities

A Word Against Networking; Well, a few

Awkward  Fake  Weird  Naff
Cringy  Scary
Creating Opportunities

“Luck is when preparation meets opportunity” (Seneca)
Not Objections; Concerns &/or Needs
Conflict – A Definition

PEOPLES’ DIFFERENCES WORKING AGAINST EACH OTHER
Approaches to conflict

Concern with others’ needs/relationship

Concern with goals
A Model for Conflict and Negotiation

Concern with the goals

Concern with the relationship

dsc
directory of social change
In order to be understood, 
Seek first to understand

Stephen Covey

7 Habits of Highly Effective People
# Communication Style Preferences

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MOTIVATIONS
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ADAPT/ADJUST
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What might they want?  
What might they need?
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<td>Logical</td>
<td>Nice</td>
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<tr>
<td>Decides after evaluation</td>
<td>Can be slow to change</td>
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<tr>
<td>Wants appreciation for job done – but does not want to be condescended to</td>
<td>Avoids confrontation and conflict</td>
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<tr>
<td>More concerned with ideas and principles than people</td>
<td>Wants harmony</td>
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<tr>
<td>May be self-critical</td>
<td>Likes to know motivations</td>
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<tr>
<td>Intuitive</td>
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<td>Fun</td>
<td>Results oriented</td>
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<tr>
<td>Enthusiastic</td>
<td>Direct</td>
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<tr>
<td>Optimistic</td>
<td>Loves change and challenge</td>
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<tr>
<td>Unstructured</td>
<td>Decides quickly</td>
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<tr>
<td>Can be mischievous</td>
<td>Risk taker</td>
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<tr>
<td>Forms opinions from feelings</td>
<td>Seeks solutions</td>
</tr>
<tr>
<td>People oriented</td>
<td>Can be hasty</td>
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Confidence
It’s how you wear it

Yea, though I walk through the valley
of the shadow of death, I will fear no evil.

PS. 23:4
Credibility...

The quality of being trusted and believed in

*Oxford English Dictionary*

Latin: crēdibilis ("worthy of belief"),
    crēdō ("believe");
Credibility…

- Develop Relationships
- Demonstrate Confidence
- Develop Trust
- Develop Competence
7 C’s from Cathy

Clarity
Goals and Roles

Create
Opportunities

Concerns
Objections Redefined

Conflict
A model and behaviours

Communication
A model and behaviours

Confidence
Portraying/Inspiring

Credibility
Leadership and Perceptions
If the relationship is good, everything else becomes possible
Your speakers today were
Robert Foster, Paul Brollo and Cathy Shimmin

If you’d like to work with them on further training and development
do get in touch with us at DSC

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Cathy Shimmin, Senior Training Consultant
cshimmin@dsc.org.uk 07967 027304
Reflection and Action

Thinking about communication style preferences and approaches to conflict....

- When and how can I flex in my communication style/approach?

- What does the value of the goal *alongside* the value of the relationship tell me about approach?