

Getting Involved

5 Ways You Can Create Something Powerful Through Strong Relationships

Ask someone how they are doing these days and the biggest reply is, “I am so busy.” We are all so busy just living life and trying to keep up. There is one activity I strongly recommend slowing down for: building stronger relationships.

If you follow me, you have heard me say this before: I am a big believer in spending time with a person, getting involved and truly understanding what is going on in their life.

Building relationships is essential in both our personal and professional lives. We are not here just to receive and consume. We are here to give and contribute, too. This idea is based on the fact that many of our life values are what we use as our platform. Our platform guides everything we do, including how we operate our businesses. Who you are to customers, colleagues and business associates matters.

Unfortunately, there will always be a customer who might not be happy with you, or a colleague who doesn't necessarily like you. Ultimately, there should never be a question of what your values are, what you stand for and what your integrity represents. In many instances, customers and colleagues who hold those same values dear essentially become life-long relationships.

Once you have built a relationship, do not stop there. Relationships are always evolving, and building stronger relationships takes time and work.

Read my top five approaches to building stronger relationships here and apply these strategies to your own life.

- 1. Be authentic.** “It’s about being consistent in word and deed, having the same fundamental character in different roles and being comfortable with your past,” writes author Gareth Jones. Are you thoughtful about your words and actions? Do your actions support your words? Do you value yourself and others?
- 2. Be interested.** Take genuine interest in your staff and your customers. Let your actions show you are interested and you are listening. Ask questions and follow up.
- 3. Be patient.** It takes time to build a relationship; unfortunately, time is precious, and very few of us want to give it up. Patience takes tolerance, restraint and endurance, which all lead to emotional intelligence which is a very powerful characteristic to develop.
- 4. Be kind.** Kindness goes a long way and has numerous benefits. Showing universal kindness is truly a sign of strength. It takes an enormous amount of discipline to achieve an act of kindness all the time. For example, do you provide referrals when you do not have a product or offer a service?
- 5. Be reciprocal.** Relationships are a two-way street. Each party needs to feel that the relationship is equitable. The law of reciprocity is based on the fact that people want to help people that have helped them. Who have you helped lately? What are your expectations from the other party?

All of these approaches will help you build stronger relationships personally and professionally. While our time is limited, it is valuable to slow down and focus. In business and our personal lives, relationships are priceless. 📌



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