



Building Relationship Teams for Successful Project Management

"We had the privilege of hosting Keith Ferrazzi at our kickoff meeting for the critical implementation phase of our SAP-enabled Business Transformation program. It is an absolute imperative that we execute this phase flawlessly and our intention was to deeply engage our information technology team. Keith's animated style and ability to mix stories and humor with nuggets gleaned about AmerisourceBergen and our team truly understood the importance of relationships to our success. Keith drove home the message that our success on this program, as team members in general, and ultimately in life is largely dependent on being there for one another – Having Each Other's Back. All of us walked away better for the experience, with an actionable template that will make us more successful."

-Tom Murphy, Senior Vice President & CIO, AmerisourceBergen

Extraordinary business success can be attributed to strong leadership and effective management and utilization of project teams. In today's fast-paced, competitive business environment, integrated and effective project teams are required to use cutting edge technology to achieve unprecedented financial earnings. Often however, these projects fall victim to ill-conceived, poorly-executed business plans that completely ignore the importance of relationships among the people making up the project team. To ensure corporate survival under these conditions, leadership must secure a competitive advantage. As Jack Welch, former CEO and Chairman of General Electric simply stated: "If you don't have a competitive advantage, don't compete."

How can strategic project leadership and management deliver this competitive advantage?

Relational Project Management, a 10-year study developed by relationship guru Keith Ferrazzi and his Institute for the Relational and Collaborative Sciences, delivers the solution. It is one thing to come up with a good idea, but quite another to make sure that the idea is adopted throughout the team and organization. Relationship building and consensus are critical to effective innovation, risk management and corporate growth. Through his keynote address, Keith sets forth the characteristics and mindsets of a leader. Originating from the historical aspects of human civilization, he reveals our natural instinct to thrive within groups by helping and protecting each other to ensure survival of the "tribe." The advent of modern society and the recent acceleration of technology in everyday life have moved us away from the historical "tribe" to groups of as few as one. This modern experience runs counter to the very way we are wired to interact. By re-engineering the way we think and designing our relationship strategy to include a collaborative team approach where all members contribute and "buy in" to the desired outcome, we can integrate our modern tools and technological advances with our natural instinct to team to create increased project management success.

In the keynote, Keith explains how businesses benefit when team leaders are not afraid to be vulnerable, transparent and accountable to each other. In a series of enlivened discussions and exercises, he skillfully introduces an approach to building these successful transparent relationships on a road map to successful project management. This process of Relationship Action Planning sets forth an easily-adaptable method for project leaders to introduce the kinds of relationships that will drive revenue growth, shorten implementation times, increase team productivity, and improve quality of project deliverables in an atmosphere fertile with innovation and creativity.



Relationship Action Planning consists of four powerful mindsets: intimacy, generosity, candor and accountability. Cultivation of these mindsets is only possible within an atmosphere that fosters social familiarity. When the project team members achieve interaction at this level, the shared commitment to excellence will create a dynamic work environment resulting in unparalleled success.

Takeaways include:

- Techniques that allow project managers to establish the most critical relationships to ensure team “buy in” and success
- Methods to ensure team cohesion by creating a “nobody fails” atmosphere
- Measurable definition of buy-in to achieve final outcome.
- Series of exercises that leaders can utilize to create a safe place where innovation and creativity flourish.
- Instruction on development of a Relationship Action Plan for your group to utilize with the top 250 relationships critical to your team’s success.
- Introduction of the building blocks to easily establish a systematic approach to relational project management and collaborative problem-solving.
- Identifiable steps to developing a Relational Culture by demystifying the 4 mindsets of Intimacy, Generosity, Candor and Accountability and making these mindsets of collaboration the cornerstone of the corporate culture.

Building Relationship Teams for Successful Project Management will set forth the components of an actionable template to allow managers to foster increased collaboration and teaming for greater corporate success.

For more info and video samples, visit www.keithferrazzi.com

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