

"The success of one's life is the success of one's relationships."



RICH RELATIONSHIPS

RICH LIFE

IT'S ALL ABOUT THE WIN-WIN

TONY JEARY

Rich Relationships, Rich Life

It's All About the Win-Win

Rich Relationships, Rich Life

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Introduction

*It's not about the grades
you make as much as it is about
the hands you shake.*

This statement is not meant to insinuate that education and knowledge is not important – it is. What's even more important for living the life you want is making connections and nurturing relationships.

How many times have you known someone who always seems to be at the right place at the right time to get what they want – whether it be a personal relationship, a deal, a job, or even a promotion? That doesn't happen as much by timing as it does because of a prior relationship that raised them to the top of the “consideration pool.”

At the age of 16, I was introduced to the powerful book *How to Win Friends and Influence People* by Dale Carnegie, and it forever impacted my life for the better.

Even before that book hit my hands, both my dad and my grandfather taught, demonstrated, and lived out how to live happy, to serve others, and to cultivate strong life-long relationships. That's a strong legacy, and one that I'm blessed to have received.

Both of these impacted me and have shaped my life and my career.

I can remember meeting my first neighborhood friend at the age of four on the new street I had moved to recently. His bicycle had a flat tire, and I immediately offered to lend a hand to fix it, explaining that our family owned a service station and that my grandfather would be glad to help.

How about you? Are you someone with a lifetime of strong, powerful, fulfilling, and even enjoyable relationships?

Have you ever really even given intentional thought to all the types of relationships you actually have in your life?

Personally, do you want your spouse (if you are married) to know your love and know you desire to be the most incredible partner to and with them, while still being yourself? Are you the absolute biggest fan of your kids' successes?

Professionally, do you want to have winning customers/clients who rave about you and refer others to you? Do you want to be able to lead your team, department or whole organization where your people admire your discipline, thinking and the positive impact you've had on their lives?

If this intrigues you, and hopefully it does, then this book is for you. I hope this book will open your eyes, expand your thinking, and help you and the people in your life win more, win bigger, and win with even more success.

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Why Relationships?

Why should you care about relationships? It's simple: strong relationships help you leverage your career growth, expand your success, create your legacy (both personally and professionally), and live a happier life.

I visited Jan Miller a few years back when negotiating my book *Life Is A Series Of Presentations* that I went on to publish with Simon & Schuster in 2004. Jan is a highly successful literary agent who helped launch many bestsellers. Authors she has represented include legends like Tony Robbins & Steven Covey.

I remember so vividly that day in her office as she explained that all the best non-fiction books were focused on 1 of 3 things: health, wealth, or relationships (of course). I decided since that very day that I would write impactful books in all three categories, and this one happens to be on relationships. I've thought many times over the years about these three words. People want all three of these as a priority in their lives.

My friend, Martin Seligman, published one of my all-time favorite books, *Flourish*, a few years back. In his book he explains decades of his research and basically says that if you want to be happy and flourish, relationships are a major component of that happiness.

So, if you want to be happier, more powerful, more influential, grow your career, expand wins, leave a notable legacy for your family, become even more **SUCCESSFUL**, then let me propose you get more intentionally strategic about your relationships. It can start right now utilizing the content in this book.

Give Value

*Give Value...
Do More Than Is Expected.*

As a man who has intentionally chosen a career to serve others, coach the best, and be the strategist for many of the most successful organizations in the world, I decided to make my one line focus be to “Give Value and Do More Than Is Expected.”

My organization (Tony Jeary International) thrives by this mantra. Every day we build more and deeper relationships by living this one out.

Should you do more than employees expect? Should you do more than your kids expect? Should you do more than your spouse expects? Should you do more than your clients, customers and/or associates expect?

I propose that giving value as a focus will reap rewards beyond what *you* expect.

Most Common Types

We all have four primary types of relationships:

- Family
- Friends
- Professional
- Life Team

Family could include your parents, spouse, children, siblings, or other close relatives.

Friends could include neighbors, schoolmates, co-workers, church members, or your children's friend's parents.

Professionally, you typically have a boss (includes the board and shareholders) partners, client business advisors, subordinates, etc.

In what I've coined as the term "Life Team" might include your attorney, coach, housekeeper, plumber, groundskeeper, and any other person who helps you live life easier and smarter.

Each type of relationship can be significant to both your personal and professional life. Consider below as you read through this book how every relationship in your life can affect your life results. Being strategic about each relationship and thinking through all they each bring to you can help you have a richer life.

Personally	Professionally
FAMILY	
Give a reason to be successful and enjoy life	Support to be able to fully commit to career
FRIENDS	
Make life more full and enjoyable with like interests	Provide connections and insight
PROFESSIONAL	
Leverage relationships to have work/life balance	Maximize every level to get the best results
LIFE TEAM	
Give you back more time to do the things you love	Stretch your expertise while saving you time

Components to Relationship Success

For most people, making connections and having rich relationships should become natural to you over time. I believe there are three major components to getting the most out of the relationships in your life. These three are to be:

1. Strategic
2. Intentional
3. Disciplined (about)
 - Building
 - Nourishing
 - Fostering

Strategic

So often, people get lax and just think that showing up for a relationship is all that matters, and the rest just takes time to build. It has been my experience that being more strategic about what you want from each of the relationships in your life will set you up with a better chance for achieving what you want.

Be assured, being strategic is not meant to be manipulative. It simply means that if you expect to get what you want, you need to be prepared to think about why you want it and how to go about getting the results you want...and for sure, create win-wins.

Intentional

It isn't enough to just be strategic if you don't put your strategy into action. In order for your relationships to really live up to their potential for you, you need to be intentional about them.

Being intentional means scheduling time with each of the relationships that are important to you, knowing what's important to them, and ensuring you do those things. Being intentional matters to people. This is a quote I got in a card for Father's Day from my oldest daughter at 21:

*“Hope you know how much I deeply, deeply appreciate your investment in Bret & my life – you’ve had such a beautiful impact due to your generosity and **intentionality**.” - Brooke*

Intentionality is a powerful concept. I teach, preach, and live it. So should you.

If your schedule is full like most people's, make time on your calendar so that your relationship-building doesn't fall into the "when I have time" category.

I recently had a client/friend say to me, "Most people fit their kids in around their careers. You, Tony, have set your family as the priority and built your career around them." It made me smile.

Another huge benefit to being intentional is:

*People will begin to notice that
you are important to them
when you are intentional, and
they will want to reciprocate.
Let people know they have
value to you.*

Disciplined

Being disciplined is the equivalent of living good habits.

*Building, nourishing, and
fostering positive
relationships can make or
break your happiness.*

Pay attention to who other people know, and gather additional intelligence when you can that will help you nourish your relationships. Use *Trust Transference* by sharing mutual connections and the successes you've had with them to help move the trust factor along more quickly when you can.

Bottom-line, making rich relationships a significant factor in your schedule will lead to a richer life.

Seven Things You Can Do to Strategically and Positively Impact and Grow Your Relationships

1. Ensure All Stakeholders Win

Identifying and making sure all stakeholders win is essential to building rich relationships. This is true whether it is a charity event with multiple volunteers, a project with your team, or a sales presentation to land a new account.

It is common to consider the main objectives for the situation, but it is less common to consider the various stakeholders and look at what each of them wants. Most often, they each want different things, even if part of what they want is the same.

To get the outcomes that you want more often, consider using our *Stakeholder Matrix* like the one on the next page to help you cover your bases and think through all the pieces.

Stakeholders Matrix

Stakeholder	DISC	What They Want	What They Can Do
OWNERS			
Shareholders			
Board			
Chairman			
EXECUTIVE MANAGEMENT			
CEO			
President			
EVPs			
MEMBERS/ASSOCIATES			
STRATEGIC PARTNERS			
CUSTOMERS			
INFLUENCERS (PROMOTERS, RAINMAKERS, MEDIA)			

The more each person wins, the more vested they become in whatever the process is, and the better the outcome.

2. Understand What Others Want

Love your family and friends with openness, respect, and trust.

One of the best ways to have rich relationships is to help others get what they want. How do you know what they want? Ask them.

Typically, you can do some deductive reasoning and determine what people want as well. Here are some things to consider for each of the four main relationship groups:

FAMILY

Although your relationships change with your family members at different times and ages, they are critical to having a fulfilling personal life. To really understand each family member individually, discover their love language. There are five love languages noted by Dr.

Gary Chapman, NY Times bestselling author. Each person usually has a preference.:

Words of Affirmation – praising and acknowledgement with words

Acts of Service – actions speak louder than words for this language

Receiving Gifts – physical gifts (small or large) that show you care

Quality Time – give the other person your undivided attention

Physical Touch – appropriate physical touch and intimacy

FRIENDS

Friends primarily want to spend time together and for you to be available appropriately when they need something, whether it be emotional or physical.

Friends also want to feel like the relationship is mutual – that is it a win/win for both sides. This is important for

you as well. The people in your life should feed into your life in a positive way. If they do not, you may want to evaluate continuing the relationship.

PROFESSIONAL

There are multiple relationships within your professional life.

Boss(es) want results...bottom-line. Your peers want collaboration and respect. Your subordinates want to be treated fairly and to be communicated with clearly so that they can deliver what you want. Your prospects and clients want to know they are getting value.

Everyone wants to feel valued and appreciated.

We recently came across a survey of over 850,000 people, and they were asked what helps people feel engaged, enabled, and energized about their daily work and what factors increase or decrease levels of job satisfaction and motivation? The result of that survey was 23 motivators:

23 Motivators

Autonomy	Friendship	Prestige
Challenge	Fun	Problem Solving
Creativity	Impact	Purpose
Developing Others	Learning	Recognition
Empathy	Money	Service
Excelling	Ownership	Social Responsibility
Excitement	Pressure	Teamwork
Family		Variety

LIFE TEAM

For the most part, your *Life Team* wants to get paid for their services and to be treated with respect. They want to understand exactly what you need from them so they can deliver. Depending on the nature of the relationships, they may also want appreciation and collaboration. Your *Life Team* may include:

PROFESSIONAL	PERSONAL	HEALTH
Attorney Banker Coaches CPA Financial Advisors	Contractors Electrician Household Help Mentors Prof. Services Plumber	Dentist Family Doctor Nutritionist Personal Trainer

3. Manage Expectations

Managing people's expectations can be utilized in both your personal and professional life. After all, if you know what people want and expect, it is much easier to make sure you meet those expectations. People who know how to manage expectations are able to more seamlessly navigate their results.

There are two sides to managing expectations – yours and others.

Most of us have an idea of the outcome we would like in just about every situation. Managing expectations becomes a critical piece to growing and maintaining strong relationships.

When looking at your own expectations, evaluate the situation and ask yourself, “are my expectations realistic”? Sometimes what may not seem realistic might actually be doable; sharing your thinking may be required for the other party to come on board.

It's okay, and even advisable, to have high expectations. It is just important to make sure your

communication happens in such a way that sets people up for success.

As far as managing other people's expectations, it is an essential part of building rich relationships. Without knowing other people's expectations of you, it will only be by chance that you will meet those expectations, and more predictably it will be hit or miss. What you want to do is set yourself (and them) up to win.

Here are some best practices for better managing expectations:

1. **Starts with Knowing** – ask people what their expectations are; then there will be no mistaking or making assumptions.
2. **Communicate with Clarity** – oftentimes the difference between managing expectations or not is simply clear communication.
3. **Be Flexible** – be willing to adjust if someone's expectations are outside the parameters of your thinking. To strengthen and maintain relationships, be solution oriented.

4. Do *Favors in Advance*

Remember the last time someone did something nice and unexpected for you? Maybe they sent you a gift or referred you to a new client, or perhaps they performed a task to help you out so that you didn't have to do it.

Favors in Advance (FIA) are favors that you do for people regardless of your status with them or the desired outcome. Instead of doing favors because you expect something in return, develop an attitude of paying it forward and giving value in advance.

I do *Favors in Advance* because I love to help people win—not necessarily to get something in return. It's amazing—almost like magic—to see that people almost always want to give back in some way. It may be in the form of taking your phone call, helping you connect with someone, or sending business your way – it's their way of saying, "I want to give something of value back to you." Most of us are trained from birth that when someone does us a favor, we want to give back.

Think of the people who are in your inner circle in business, and continually do favors in advance for them. Find out what they need and, if it's within your power, do it for them. This is also a great practice for clients, friends, family, and prospects. People like to do business with people who do things for them and who work to build a platform of trust. Why not be a giver?

I keep an arsenal of things I enjoy giving to people. For example, I collect URLs of great websites and have a list of really cool vendors that I constantly share with people. I have read hundreds of great books over the years and have prepared summaries of those books that I give out. Or often when I read a great book, I'll actually buy 20 or 30 copies of the book and keep them on hand to give out when someone comes into my life. And as an author, I give away thousands of books that I have written. I have built an incredible arsenal, both electronic and hard copy, of really great material that can enhance the lives of others and help them be successful, and I love sharing it!

It's about being prepared with an arsenal so you can do favors in advance. Help people win, and be generous.

5. Leverage Personality Styles

*Rapport and influence grow
from a personal connection with
your audience.*

Oftentimes, we expect other people to act and react as we would in a specific situation, and we get frustrated when they don't.

Understanding the basics of different personality style preferences will help you become more impactful.

Better understanding personalities can be a significant factor in the richness of your relationships. It can also help you get more of what you want to approach situations in a way that will evoke the desired response in the other person.

There are multiple personality profile types commonly used. These include Myers Briggs, Caliper, and my preferred, the DISC. I believe it is one of the simplest to learn and use. It is also a great assessment to use with your family members. The following chart provides a brief of each of the four types:

D Direct: High Level, Results-Oriented	I Influential: Enjoy a Fun Format, Social
C Compliant: Lots of Detail, Wants a Clear Path	S Steady: Loyal, Step by Step with a Smile

*“Know your style and those
of the people around you.”*

D = DIRECT

Key Characteristics

- Driven by need to be in charge and achieve
- Goal-oriented go-getters
- Focus on no-nonsense approaches to results

How to Adapt to Direct Style

- Don't waste their time (they're time sensitive)
- Be organized and to the point
- Give bottom-line information with options (in writing)
- Appeal to sense of accomplishment—they're goal-oriented

I = INFLUENTIAL

Key Characteristics

- Friendly, enthusiastic, like to be with the action
- Thrive on admiration, acknowledgment and compliments
- Persuasive and warm; build great alliances
- Optimistic and charismatic

How to Adapt to Influencer/Interactive Style

- Give recognition freely
- Support their ideas and opinions
- Be ready to be social with them and get to know them

S = STEADY

Key Characteristics

- Warm and nurturing (very people-oriented)
- Relaxed disposition makes them approachable
- Loyal
- Risk-averse

How to Adapt to Steady Style

- Earn their trust and show sincere interest
- Talk feelings, not facts (want approval)
- Never back into a corner

C = COMPLIANT

Key Characteristics

- Analytical, persistent and systematic problem-solvers
- Detail-oriented
- Enjoy perfecting processes and working to results
- High expectations of selves and others (can be critical)

How to Adapt to Compliant Style

- Be sensitive to their time
- Give them data, details
- Be systematic, logical, well-prepared and exact

Visit our shopping cart at www.tonyjeary.com and invest in a 50-page report on your style.

6. Identify Your *People of Influence* (POI)

Be clear on who the most influential and important people are in your life.

A great rule is to identify, focus on, and nurture the eight to ten people in your life that have the most influence and impact over reaching your business objectives. Sometimes these *People of Influence* (POI) are customers or clients, sometimes they're key personnel, sometimes they may be a prospect, sometimes they may be a strategic partner, and sometimes they may be a family member.

Being able to identify each of these people and their roles, and then being able to take the time to understand what their priorities and objectives are, puts you in a position to make sure those people are winning. In return, these people can provide what you

need, whether it be intelligence, purchasing things, giving you support, or impacting any part of the priorities that you have running your business.

It's an extraordinary advantage to have identified your top POI. (I even list them in my phone, along with what's important to them.)

If you really want to get very specific with each of these people, discover what their top one or two priorities are so that you might support them with even more focus. Having that clarity and synergy will help you better leverage these relationships and can greatly impact the extraordinary results you desire.

7. Have a *Partnership Mentality*

When we begin working with a new client at Tony Jeary International, my team and I immediately begin thinking in "we" terms. It starts at the discovery phase of a new relationship. We really listen carefully to see if a new prospect thinks like we do and truly wants a win-win.

As we progress into an initial assignment, we immediately take mental ownership of our client's vision. We think "How do we help them reach their goals and objectives? How do we succeed?" It's important for us to take on our client's objectives as our own, while obviously still incorporating our own personal goals into what we're doing.

By reframing our perspective from a "vendor/client" mentality to a true "*Partnership Mentality*" from day one, we establish rich relationships that last for years, and even decades, experience the highest levels of success together and also nurture tons of qualified referrals.

To experience the power of partnerships, you first must change the way you think about partnerships. Here are my six foundational principles to help you establish your own Partnership Mentality.

1. Understand the Purpose of Your Partnership

Any partnership should have a specific purpose, one that creates a win/win for all parties. Be clear on why the partnership exists and what role each party plays. This will help ensure you create the right relationship to get the results you want.

2. Put Each Partner in the Right Role

Make sure you assign appropriate roles within the partnership based on each party's expertise and time availability to accomplish the established goals. This will allow you to get the maximum effectiveness from the partnership.

3. Collaborate and Compromise on Differing Ideas or Opinions

Oftentimes when merging expertise, there will be differing opinions on what or how things should be done. Be respectful, listen and compromise when appropriate. Remember, you asked for additional

expertise, so be sure and use the best from both parties.

4. Consider the Risk and Reward for All Parties

In every partnership, there will be some risk. Before entering into a partnership, whether informal or formal, consider the potential risks. Do the rewards outweigh the risks, and are there ways to reduce the risks? Be clear that it makes sense to proceed, even if there is a strong upside.

5. Keep Communication Going

Communication is part of every successful relationship, and it is particularly important when a partnership is in place and there are multiple stakeholders involved. You definitely don't want surprises, and neither do your partners.

6. Celebrate Success

Celebrate the successes, big and small, of the partnership. Appreciate individuals and groups appropriately. Continue to do things that will motivate the continuation of the partnership.

Conclusion

*Use wisdom and discernment
about who you spend time with.*

To have the most fulfilling relationships, the more intentional you are, the happier you will be with the outcome. Guard those relationships and ensure that your relationships positively support you. If they don't, determine whether or not you should terminate them.

Within this book, we've shared seven key principles for nurturing rich relationships. In summary, they are:

1. Ensure All Stakeholders Win
2. Understand What Others Want
3. Manage Expectations
4. Do *Favors in Advance*
5. Leverage Personality Styles
6. Identify Your *People of Influence*
7. Have a *Partnership Mentality*

Extraordinary relationships in your life will take focus; putting in more time to understand each of the relationships in your life will reap bigger rewards. It is an investment in yourself and the lives of those you care about and who support the life you live.

Relationships are a pivotal part of your life's happiness. They support living your best life – the life you would design for yourself. Remember, *rich relationships equal a rich life!*

*Habits are the behaviors
that define your personality,
your relationships, and
your effectiveness.*

About the Author

Tony Jeary, The RESULTS Guy™

Tony is a strategist, thought leader, and prolific author of over 40 titles.

For more than two decades, Tony has advised CEOs and other high achievers on how to discover new clarity for their vision, develop focus on their direction, and create powerful execution strategies that impact achievement and results.

Tony has personally coached the most accomplished people in the world, including presidents from: Wal-Mart, SAM's Club, Ford, American Airlines, HP, Firestone, Samsung, and New York Life.

Tony practices the business mantra his father taught him growing up, *"Give Value... Do More Than is Expected."*

Tony lives and works on his estate in the Dallas/Fort Worth area where his private *Strategic Acceleration* Studio is located.

What We Can Do For You

Results Coaching

Advice Matters, if it's the right advice. Having coached the world's top CEOs, published 40+ books and advised over 1,000 clients, Tony has positioned himself with a unique track record to take serious high achievers to a whole new level of results.

Interactive Keynotes

Tony not only energizes, entertains and educates, he also has his team work strategically and smartly with the event team to make his part as well as the entire experience a super win. An hour with Tony often changes people's lives forever and impacts an organization's results immediately. He delivers value, fun factor, and best practices people can really use.

Strategic Acceleration Facilitation Planning

Tony can do in a single day what takes many others days and even weeks to accomplish. He has refined a process so powerful the world travels to his private think tank (called the *Strategic Acceleration Studio*) to

experience clarity, focus, and the ability to synergistically execute. He provides at your fingertips two decades of best practices, processes, and tools for accelerating dramatic, sustained results in any organization.

Collaborative Relationships

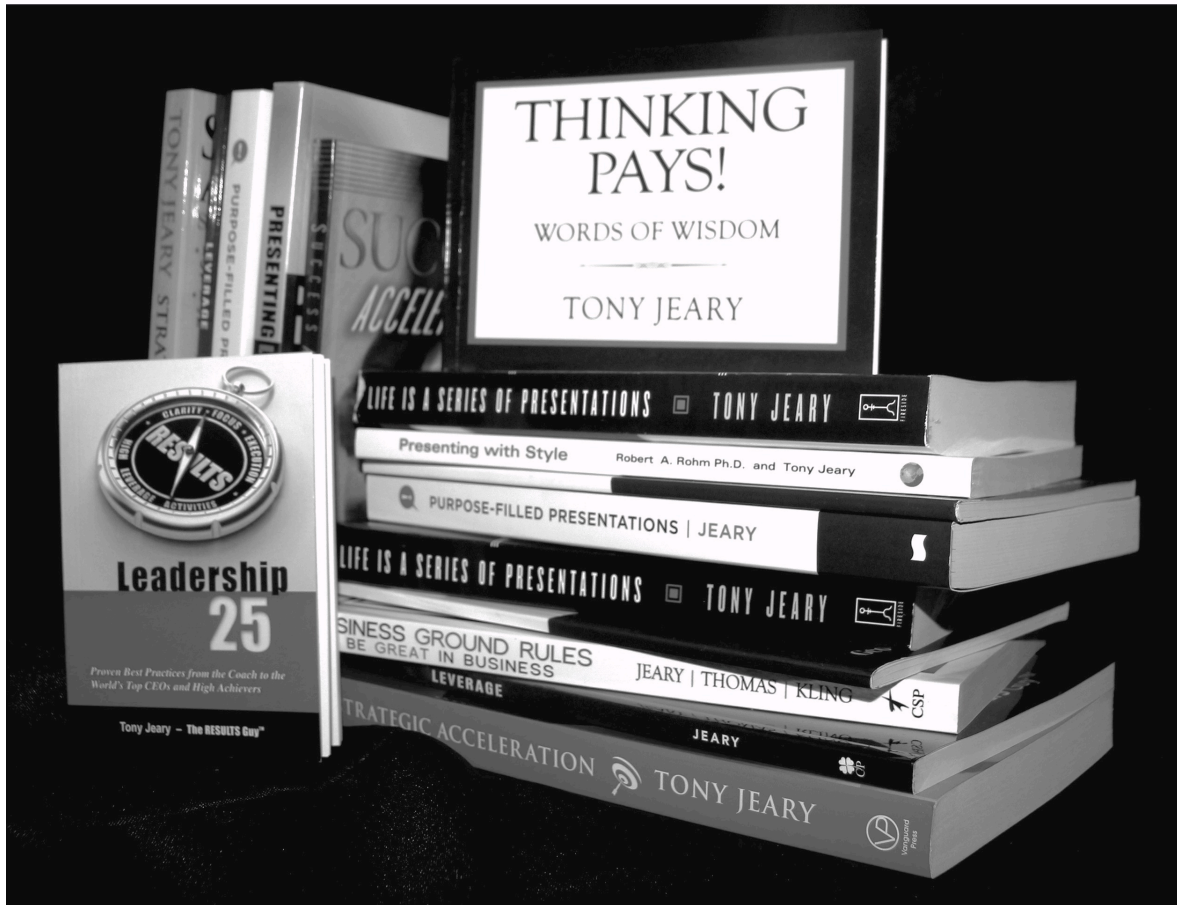
We selectively partner with organizations in an annual collaborative engagement where we pour into an entire organization and help build a super-charging, motivated, and engaged high performing team. We align with the C-Level management vision and become an extension of them.

See www.TonyJearyTheResultsGuy.com for 5 questions and answers every executive wants to know.

Bottom-line, we help: **CLARIFY** Vision, **FOCUS** on What Matters Most – (HLAs) High Leverage Activities, so people **EXECUTE** and get the Right Results Faster!

www.tonyjeary.com

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TURNING THEIR VISIONS INTO RESULTS FASTER, FOR OVER 25 YEARS**



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A TRACK RECORD THAT ENSURES A RETURN ON INVESTMENT**
