

# LEADERSHIP USA<sup>®</sup>

## THE FINE ART OF BUILDING BUSINESS RELATIONSHIPS

### One Conversation at a Time

Presented by Deb Fine

April 21, 2021



# 2021 Calendar of Learning Events

## LEADERSHIP USA®



### Location:

Curtis Ballroom at the Landmark  
5345 Landmark Place, Greenwood Village, CO 80111

### Schedule:

8:30 AM registration, 9:00 AM to 12:00 PM meeting  
Includes breakfast, materials, and parking

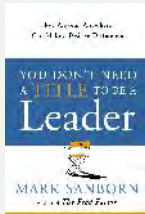
### Cost (includes recording):

Live Event (instructor-led): \$249 per person (group discounts available)  
Live Stream (watch from your home or office): \$129 per person (bulk discounts available)

### Registration:

Go to [LeadershipUSA.com/events](https://LeadershipUSA.com/events), email [Nadine@LeadershipUSA.com](mailto:Nadine@LeadershipUSA.com), or call 303-471-7401

### Wednesday, January 27, 2021



Mark Sanborn, CSP, CPAE presents **You Don't Need a Title to be a Leader: How to Create Leaders at Every Level**

### Wednesday, February 24, 2021



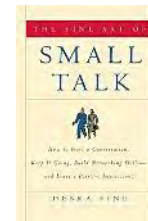
Lori Pace presents **The Diversity Difference: Leading By What You Do, NOT By What You Say**

### Wednesday, March 24, 2021



Martin VanDerSchouw presents **Practical Project Management: The Art & Science of Delivering Business Value**

### Wednesday, April 21, 2021



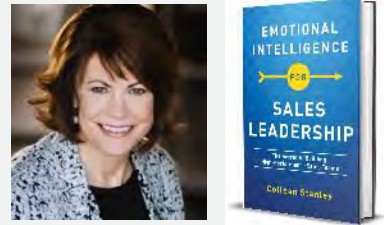
Debra Fine presents **The Fine Art of Building Business Relationships: One Conversation at a Time**

**Wednesday, May 19, 2021**



Lt. Col. Jason O. Harris presents **Cultivating Trust and Commitment Through Chaos: Does Your Team Have the Right C.A.R.G.O?**

**Wednesday, June 23, 2021**



Colleen Stanley presents **Emotional Intelligence for Leaders: How to Influence Others**

**Wednesday, July 21, 2021**



Dean Savoca, M.Ed., BCC, CSP presents **Lead Like a Coach: How to Develop and Lead a Rock Star Team**

**Wednesday, August 18, 2021**



Heather Younger, J.D. presents **Showing More Heart at Work: Attract and Retain Top Talent By Putting Your People First**

**Wednesday, September 15, 2021**



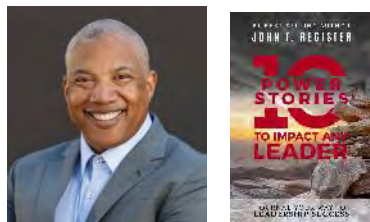
Thomas Crouser Jr. presents **Develop Leaders Now: How Emerging Leaders Can Create Massive Success!**

**Wednesday, October 13, 2021**



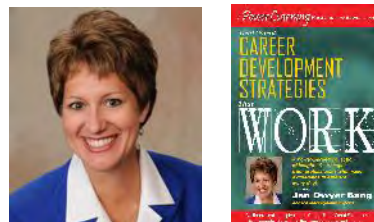
Amanda "Jo" Erven, CPA, CIA, CFE presents **CPA in a Day: The Business Acumen You Actually Need**

**Wednesday, November 10, 2021**



John Register, CSP presents **Hurdle Adversity: Amputate Fear and Embrace the New Normal Mindset**

**Wednesday, December 8, 2021**



Jan Dwyer Bang, MBA, CSP presents **Stepping Up to Supervision: How to Increase Your Influence with Others**

# LEADERSHIP USA EVENT INFO

## Information About This LEADERSHIP USA® Learning Event



### AGENDA

Registration starts at 8:00 AM. The workshop starts at 9:00 AM and concludes promptly at 12:00 PM. A fifteen-minute coffee break is scheduled for 10:30 AM. Breakfast is served from 8:00 to 9:00 AM. Restrooms are by the elevator door, as well as the 1st & 2nd floors.



### MICROPHONES

This event is being livestreamed around the U.S., so please use the wireless microphones when speaking. Even if the live audience can hear you in the room, the remote audience can't unless you speak into the microphone. Thank you in advance!



### PHONE CALLS

As a courtesy to others, please mute your phones during the program. If you must take a call, please take the elevator down to the first floor lobby. (We can hear your conversation if you stand by the restrooms.)



### OUTSIDE WORK

Texting, working on your laptop, and responding to email can be a distraction to your fellow learners. Please be present during the event and work outside the meeting room.



### REGISTRATION

The schedule of upcoming LEADERSHIP USA learning events is included in the front of this workbook. Register with a credit card online at [LeadershipUSA.com/events](http://LeadershipUSA.com/events) or email [Nadine@LeadershipUSA.com](mailto:Nadine@LeadershipUSA.com) to receive an invoice.



### FEEDBACK

To best meet your needs, we need your input! At the conclusion of the session, please complete the paper or online evaluation using the QR code or URL on the inside back cover.



### CERTIFICATION

To receive 3 SHRM, 3 HRCI, and/or 3.6 CPE credits for this event, please email your request to [Nadine@LeadershipUSA.com](mailto:Nadine@LeadershipUSA.com).

**Thank you and have a great day!**





***The Fine Art of Building Business Relationships:  
One Conversation at a Time***  
With: ***Debra Fine***  
***April 21, 2021***

*"A desk is a dangerous place to view the world"* John le Carré

**Names**

- *Exhibit host behavior*
- *Master introductions*

**Breakout #1A: Introvert/Extrovert Quiz**

Take this quiz to find out where you fall on the introvert-extrovert spectrum. Answer each question **True** or **False**, choosing the answer that applies to you more often than not.

1. I prefer one-on-one conversations to group activities.
2. I often prefer to express myself in writing.
3. I enjoy solitude.
4. I dislike small talk, but I enjoy talking in-depth about topics that matter to me.
5. People tell me that I'm a good listener.
6. I enjoy work that allows me to "dive in" with few interruptions.
7. I like to celebrate birthdays on a small scale, with only one or two close friends or family members.
8. People describe me as "soft-spoken" or "mellow."
9. I prefer not to show or discuss my work with others until it's finished.

10. I avoid conflict despite furthering bad feelings.
11. I do my best work on my own.
12. I usually think before I speak.
13. I feel drained after being out and about, even if I've enjoyed myself.
14. I often let phone calls go through to voice-mail even when I am available.
15. If I had to choose, I'd prefer a weekend with absolutely no social plans scheduled.
16. In classroom situations, I prefer lectures to workshops.

**Total True:** \_\_\_\_\_

**Total False:** \_\_\_\_\_

**Breakout #1B: Complete the following two questionnaires with your group. Collect examples from everyone that are either reflective of their own behavior or of colleagues and leaders within their organizations.**

**1. List barriers to engaging**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**2. List examples of extroverted and charismatic behavior in the workplace:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **Break the Ice**

*"Tell me what you hope to take away from this training..."*

*"Describe your typical day..."*

*"What keeps you busy outside of work?"*

*"What would you say is the number one ingredient for your success?"*

## **Dig in Deeper**

**"How's the project going?" "Pretty good." "What does it involve?"**

**"Did you enjoy the presentation?" "Yes." "What interested you the most?"**

**"How's work?" "Good." "Tell me about your most recent project..."**

**"How was your weekend?" "Fine." "What did you have going on this weekend?"**

## **Look for Free Information**

- Appearance
- Behavior
- Possessions

## **Interact with Acquaintances**

"Bring me up to date on your business..."

"What has been going on in your life since the last time we got together?"

"Catch me up on the family..."



## **Complimenting**

- *Appearance*
- *Possessions*
- *Behavior*

## **Play the Conversation Game**

**"How are you?" "Fine."**

### ***Instead:***

**"How was your weekend?" *"Pretty good, got in a day of skiing."***

**"What's new?" *"Spent a day away from the office, still catching up."***

**"What's been going on?" *"I am working on finishing my basement it's quite a process."***

## **Breakout #2A Complete the following individually then share with your group:**

**"How's work?" \_\_\_\_\_**

**"How are you?" \_\_\_\_\_**

**"How have you been?" \_\_\_\_\_**

**"What's new?" \_\_\_\_\_**

**You're asked:** *"What happened at last week's meeting?"*

**Begin your reply:** *"There were four major concerns we learned about customer's needs."*

**You're asked:** *"How are the interviews going for the new position?"*

**Begin your reply:** *"We're down to our final two candidates."*

## **Breakout #2B Complete the following then share with the group (if applicable create your own workplace appropriate questions):**

**"How's the proposal coming?" \_\_\_\_\_**

**"What happened at last week's conference?" \_\_\_\_\_**

**"How's are the interviews working out for the new position?" \_\_\_\_\_**

## **"Active" Listening**

### Listening Quiz

1. I

2.

- **Visual Listening**
- **Verbal Listening**

*Developing*

"Tell me more." "What was that like for you?"

*Taking it in*

"Hmmm, I see..."

*Responding positively*

"How interesting!" "What an accomplishment!"

*Diverging*

"On the other hand, do you think...?"

## **Avoid Conversation Blunders**

1. Monopolizer

2. Braggart

3. FBI Agent

4. Can You Top That?

5. Interrupter

6. Know It All

7. Advisor

## **Exit Gracefully**

### **Wave the White Flag**

"Your work on the project sounds very interesting; I'd like to know what you found to be the greatest challenge before I head back to my desk."

"Tell me your favorite golf course before I head across the room to catch up with John."

### **Leave Taking Statements**

"I'm going to circulate and meet some of the new staff."

"I want to get around and say hello to everyone at this meeting/party."

### **Ask For Referrals**

"Who else might have thoughts about this aspect of the project?"

"Is there anyone else here that you know that might have similar challenges?"

### **Invite Someone to Join You**

"Would you like to join me while I check out the exhibits?"

### **Show Appreciation**

"It sounds like you had a great vacation."

"It's great to meet someone so knowledgeable about SEO."

### **Notes**

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## WINNING AT CONVERSATION

Answer YES or NO to the following questions and determine for yourself how you can improve your efforts in preparation for the year ahead:

I make a conscious effort to use people's names and use them correctly.

I employ "host behavior" by introducing people I know to those I just met or those I already know.

I am aware of my body language and the message I send to others.

I mentally stay on track when listening to people even if I have heard it all before or know exactly where they are headed.

I'm conscious of "taking turns" in most conversations so that I can find out about others and help them get to know me.

During the upcoming year I will use my contacts to help fellow business professionals locate resources or provide information for other networking purposes.

If someone is friendly towards me it is easy to be friendly back. However, I wait to make sure someone is friendly before I am friendly towards him or her.

When someone asks me what's new? Instead of saying "Not Much," I often talk about something exciting in my life.

At meetings and activities I make the effort to get to know those I do not regularly spend time with and make an effort to include others in new groups.

I make an effort to convey warmth and sincere interest in other people during interactions on the phone, in person, via email and virtually.

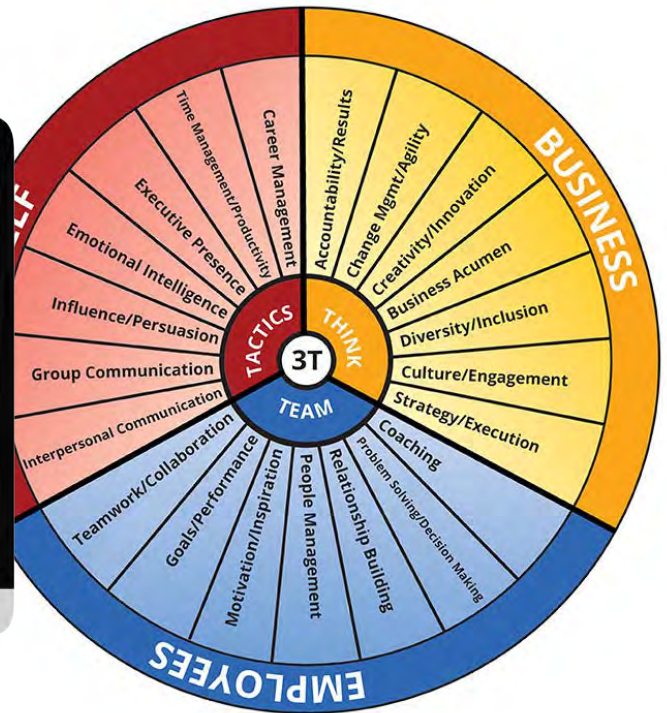
I come to every interaction with the goal of assuming the burden of comfort and being prepared for conversation.

## Continue Your Learning After Today's Learning Event!



### LEADERSHIP USA Learning Library

Access additional self-study resources (eBooks, Videos, MP3s, articles, etc.) from our distinguished faculty members at [LeadershipUSA.com/learning-library](http://LeadershipUSA.com/learning-library) (use password **FINE**). Just click on the wheel to jump right to your desired skill!



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# YOUR FEEDBACK MATTERS!

At the conclusion of this learning event, please complete the online course evaluation.



SCAN  
ME!



If you don't have a QR code reader, download one from your phone's app store. Or open a browser and go to:

[surveymonkey.com/r/CO210421](https://surveymonkey.com/r/CO210421)

# Who Should Participate



- Large Corporations with internal training departments who want to supplement their existing leadership development programs to “fill in the blanks” on performance improvement needs
- Larger Organizations that don’t have internal training departments or an established leadership development program (who need an outsourced L&D function)
- Small-to-Medium Size Firms who need a consistent leadership development strategy for the senior leaders and managers in their organizations