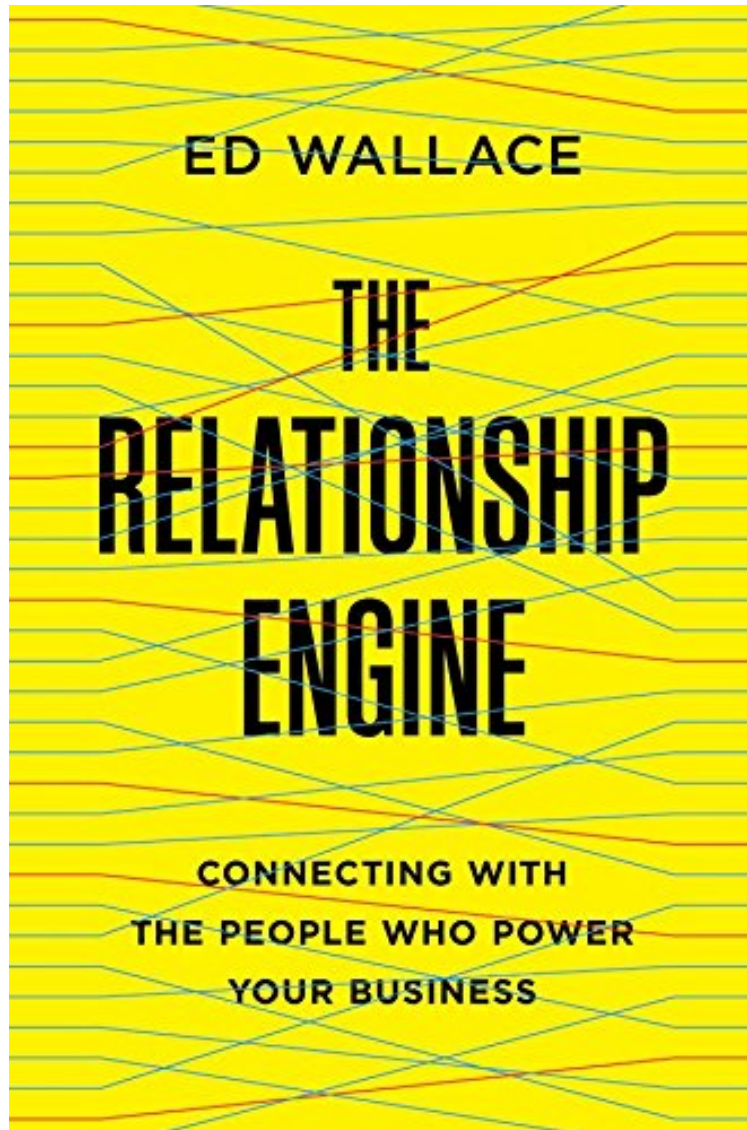


(Read free ebook) The Relationship Engine: Connecting with the People Who Power Your Business

# The Relationship Engine: Connecting with the People Who Power Your Business

*Ed Wallace*

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**Ed Wallace : The Relationship Engine: Connecting with the People Who Power Your Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Relationship Engine: Connecting with the People Who Power Your Business:

2 of 2 people found the following review helpful. Building Strong Relationships = Building Trust By Matt McDarby This book is highly relevant for any leader who seeks to significantly improve the quality of his or her relationships with his internal and external clients. Building relationship capital can be done intentionally, and Ed

Wallace offers a clear recipe for strengthening those key business relationships that will fuel your success. Over the last decade, I have read more than a hundred books on business, sales, and competitive differentiation, and I also write a lot of my own content on the subjects of sales excellence and leadership. The Relationship Engine gets the highest rating I can give because Ed Wallace has cracked the code on how to strengthen relationships in an authentic, sustainable way. Applying his principle of Worthy Intent alone will change the nature of your business relationships forever. 0 of 0 people found the following review helpful. The Relationship Engine - Great resource to increase engagement and personal/professional influence. By Douglas L. Schmidt Ed Wallace's The Relationship Engine is a powerful and insightful guide to developing productive and effective business relationships. The book and CD provide insights and solutions that increase engagement among individual teams and departments. The end result by reading this book and listening to the CDs you will increase your personal and organizational influence and effectiveness in today's business challenges and environments. 1 of 1 people found the following review helpful. Great, actionable information! By Charlie Relationships are all around us and generally taken for granted by most of us (I'm raising my hand!). Before reading the book, I never thought relationships could be measured and purposefully advanced. After taking the RQ Assessment (provided free with the book), I realized that some of my key relationships were not where I really wanted them to be. What we think is sometimes different than a measurement of objective reality. My biggest takeaway is 'always be intentional about relationships'. If one better relationship with a customer or co-worker translates into more than \$25 + a few hours of your time, I'd invest in this book.

Relationships hold companies together and fuel future growth. From connecting with customers to forging high-performing teams, success depends on everyone working well together. Yet many leaders prioritize potential relationships and take established ones for granted. They shouldn't. Research reveals that these core relationships are often the weakest link and can prove more vital than missed networking opportunities. Whether working with employees or associates, vendors or customers, The Relationship Engine gives you the tools you need to become an intentional, masterful relationship-builder. The book helps you establish common ground, focus on collaboration instead of command, put people before process, demonstrate worthy intent, and make every interaction matter. This insightful and practical guide includes: A powerful RQ Assessment designed to measure and evaluate business relationships A Relational Agility Action Planner Lateral and vertical relationship strategy templates And more Even the best-laid strategic plans are worthless without caring, real-life connections. It's time to invest in the bonds that will drive sustainable success.

From the Inside Flap While many leaders prioritize new product development, real estate, and competitive intelligence; hard assets and figures that can be plugged into spreadsheets; research reveals that core business relationships are the true catalyst driving high performance. At the same time, business relationships are unpredictable and hard to measure. They're rarely captured on organizational charts or strategic plans. Most leaders, in fact, leave business relationships to chance, and simply hope that cross-generational conflicts, organizational complexity, and other barriers won't interfere with making real connections. The Relationship Engine replaces this haphazard approach with an easy-to-follow plan. Eye-opening and deeply empowering, the book helps leaders cultivate and gauge the impact of their most critical asset, relationships. It all starts with five foundational principles that set the stage for personal growth and real business performance:

- Display worthy intent. Intentionally putting other people's interests before your own is the bedrock of effective human relationships.
- Care about people's goals, passions, and struggles. By treating the goals of others as your own, you can, ironically, further yours as well.
- Make every interaction matter. Even fleeting moments in the cafeteria or hallways can trigger solid, even career advancing relationships.
- Value people before processes. Process-centric companies are no match for happy people creating happy customers.
- Connect performance to a purpose. Nothing brings fulfillment and success like making a difference in the world. Strategies, case stories, and original assessments help you leverage these principles to become an influential relational leader and create positive experiences across the ranks.

You'll learn to consciously connect your goals to important business relationships, actively strive to reach those goals by moving relationships from casual colleagues to fierce advocates, measure the strength of the relationships using the RQ Assessment tool, and more. Getting people to commit to the mission, share ideas, and collaborate to achieve results is every leader's dream. The Relationship Engine supplies the insights and tools to turn it into reality. Ed Wallace is president and chief relationship officer of The Relational Capital Group, a consultancy that serves many Fortune 500 clients. He is also on the executive education faculty at Drexel's LeBow College of Business and Villanova University's Human Resources Masters program. He is the author of Business Relationships That Last.

From the Back Cover Relationships hold companies together and fuel future growth. From connecting with colleagues to forging high-functioning teams, success depends on everyone working well together. Whether you own a small business or manage a large organization, The Relationship Engine provides a systematic approach for becoming an intentional, masterful relationship-builder. The book helps you establish common ground, focus on collaboration, navigate generational challenges, put people before process,

demonstrate worthy intent, and make every interaction matter. Advance Praise for *The Relationship Engine*:

“This important book focuses specifically on leaders and the crucial connections that help empower them to advance professionally and personally within organizations today. Wallace stresses the importance of the human factor in making leadership decisions, building relationships of trust, and valuing people’s passions and goals. His *Five Principles of the Relational Leader* brilliantly encompass these worthwhile endeavors. An inspiring read!” — Stephen M. R. Covey, New York Times bestselling author of *The Speed of Trust* and coauthor of *Smart Trust*

“Your best guide to becoming the leader your company and the world needs and wants. Can you relate?” — Mark Goulston, author of *Just Listen*

“This book shows you why your success in leadership will be in direct proportion to the people you know, and the people who know you, in a positive way.” — Brian Tracy, author of *How the Best Leaders Lead*

“The *Relationship Engine* charts the course to shape relationships that benefit both parties and is a must read for leaders at all levels, including sales professionals. His choice of anecdotes and case stories, as well as workbook exercises, installs a Relational GPS in our lives that helps us learn other people’s Goals, Passions, and Struggles; and use that knowledge to lay the foundation for impactful relationships.” — Ronald M. Shapiro, New York Times bestselling author of *The Power of Nice*

Ed Wallace provides a critical reminder that for successful business relationships we must clearly demonstrate our value proposition and cut through increasingly complex challenges by remembering the power of 1-1 relationships to get things done. The *Relationship Engine* provides actionable insight into the art and science of being a relational leader and helps you transform your Colleagues’ relationships into Advocates.” — Kristin M. Risi, Assistant Dean, Corporate Relations and Executive Education, LeBow College of Business, Drexel University

“The *Relationship Engine* provides compelling thinking about the impact of strong business relationships. The great news is that Ed Wallace actually walks us through how to launch new relationships and turn them into advocates.” — Jennifer DeMello-Johnson, Amerisure Insurance Company

“In *The Relationship Engine*, Ed Wallace shares advanced insights into the power of business relationships and how this underutilized asset is the key to the meaningful achievement of any organization’s mission. I recommend this book to everyone from C Suite to shop floor.” — Jeff Westphal, CEO, Vertex Inc.

“If you’re in business, you’re in the people business — and the people business is about relationships, whether internal or external. This book is a great tool for leaders at all levels to apply their relationship skills.” — Tom Feeney, President CEO Safelite AutoGlass

“Whatever our professional endeavors, our success in large part rests on the success of our relationships. Are we properly communicating with our coworkers? Are we inspiring each other to do great work? There is a connection between the status of our relationships and said greatness. In *The Relationship Engine* Ed Wallace shows detailed examples of these connections and how to make every interaction matter.” — Michael Barkann, Comcast/NBC Sports Anchor

“The Principle of Making Every Interaction Matter that Ed so eloquently lays out is one that should resonate with every business leader who reads this book. Practice it daily!” — William R. Carteaux, President CEO, The Plastic Industry Association

“Ed Wallace’s Principle of Worthy Intent is a simple yet powerful approach to building lasting trust and productive relationships in the workplace.” — Chris Malone, co-author of *The HUMAN Brand: How We Relate to People, Products and Companies*

“Ed Wallace has been championing Relational Capital for years, helping individuals and organizations to be more effective with amazing results. With his new book, Ed directs his purpose towards leadership with astonishing clarity and accessibility. The New Value Prop for leaders is timely, needed, and an irrefutable must-read both simple and powerful...to help build and sustain leadership.” — David Henkin, author of *Conversation Innovation: A Corporate Fable on Leadership Coaching and the Power of Conversations*

“In an age where all business is global, with new competitors and new ways of doing business opening up constantly, and every product or service being commoditized and reduced to price based competition, the only way to compete will be through adding value through developing relationships that add value and meaning to people and their business. Ed Wallace’s book is a breath of fresh air in this otherwise bleak outlook. The principles and ideas outlined in this book are ground-breaking and create more than a competitive advantage. If you are serious about your business and competing well into the future this book is a must read.” — Corey Sigvaldason, PhD, Consultant-Trainer-Speaker-Author-Coach

“Nobody cares what you know until they know that you care. Ed Wallace shows you how to be the best person you can be in every business setting and sincerely connect. Through his process, relationships are formed and a foundation to transact business is created.” — Jim Reichwein, SVP, Sales Marketing, Logicalis, Inc.

“I continue to be extremely impressed by Ed Wallace’s simple yet powerful messages on the importance of strong business relationships. This book adds tremendous value for its audiences, in particular newer generations entering the business world. Buy it, read it and apply it to your pipeline of early talent!” — Eric D. Taylor, Director, Global Talent Management, AJ Gallagher

“Ed Wallace captures the simple truth that your intentions; your desires for the good of the other party, your overall integrity toward the other; serves to develop and foster powerful, long-term relationships. Ed’s clarity on the fact that it is not manipulation, but how you serve others through worthy intentions that build great relationships. This work is refreshing and especially important in today’s business

environment."—Jose Palomino, CEO ValueProp Interactive "Ed Wallace breaks the 'inclusion coders' by helping everyone understand how to build lasting relationships across generations. Millennials especially will benefit from this book!"—Kevin Luing, Chairman, Berkeley College "Spot on. From a sales perspective, how can we ask front line sellers to embrace worthy intent with prospects and customers if we don't practice it throughout the organization? Walk the walk!"—John McLeod, Vice-President, Sales, The Savo Group "The Relational Capital concepts and process in this book gives us a common language and approach for discussing TRUST in our daily meetings and interactions!"—Doug Dorn, Director of Sales, SAF Holland

About the Author Throughout his twenty-five-year career as a number-one sales producer and vice president of business development for a firm that grew from \$1 million to over \$120 million in revenue, Ed Wallace learned that creating outstanding business relationships is the true secret to success. He founded The Relational Capital Group so he could bring his relationship-building principles to corporations and their client-facing professionals. The firm provides professional development and consulting services to help organizations and individuals develop the key relationships that most impact their business performance- leading to improved profitability and sustainability in the global marketplace.