

Creating Resources through Relationships...

Creating Resources through Relationships...



By: Lorenzo Williams

Published by: Stop N' Smell the Poop

Creating Resources through Relationships...

Business Development, Networking, Relationships...



Business development, networking, and maintaining relationships are a key aspect to the success and sustainability to a business's life. As we move further and further into the technology age it's important to keep in mind that business plans and deals are still created and generated through the building of personal relationships. For over the past decade plus I have taken what I've learned in my business undergrad and masters' program and have applied what has been needed to help my career. But in all my schooling nothing compared to the understanding and practical

Creating Resources through Relationships...

implementation of real-life relationship building and maintenance that helped the organizations I have worked with. It's great that I have a successful career but if the organizations I am working with don't also enjoy the success, then what is it all for?

I have generated millions in revenue throughout all these years of working in business development and the key mindset was and still is *I am here to serve*. Business development, networking, and maintaining relationships in all is fun and enjoyable when you understand you are a problem solver. Now let's pause here for a second to understand what is meant to be a problem solver in the business development world. For one it doesn't mean you are superman or superwoman because if you come with that mindset that *"I can fix all of this"* it will be your kryptonite and it will drain you mentally first then physically second. As it's been stated this is about business development, networking and maintaining relationships. It has nothing to do with *You* but the skills You possess to bring the right resources together to meet an organization's goal.

Creating Resources through Relationships...

Listen...



Being a problem solver is also being a great listener, because that is the first step to hearing and understanding what resources are needed for your organization to scale the business upwards with the right resources and right momentum coming together. Our job as problem solvers is to listen, create, and generate. As you listen to the problems our ears must be listening for key words, phrases, concerns, and opportunities that will lead us to the right resources. In all its not you that will solve the problem but all the right resources coming together working as *One* to accomplish a goal or goals. It's as if there are puzzle pieces scattered throughout your city and its your mission to seek and find the right pieces and help bridge them together into the beautiful masterpiece already designed.

Creating Resources through Relationships...

As a problem solver your job isn't to solve the problem single handedly but to find the right pieces and help bring them together. When you have listened to the problem, understood the problem, and see the vision or end result it's easy to build the right relationships that will put the whole puzzle picture together. Simply put a problem solver in business development and actually in life is one who listens to understand and puts in the right action to build the right relationships needed to be gathered for success. As a problem solver you understand that it's not actually *You* being the solution but the skill of relationship building that is the solution.

Creating Resources through Relationships...

Process...



Creating and generating the right relationships is a process that is fun because remember you are *here to serve*. When you have this simple mindset in business development the work isn't work its just life. When a problem or crisis arise business development comes into play because we don't see a problem or crisis, we see opportunity. An opportunity to create a resolution that will generate the right resources to bring about the answer(s). When you take *I* out of the situation it comes with a nice relaxing and comforting feeling that We in business development are a piece of the puzzle that has a skill of bringing resources together. When you believe in the vision and are

Creating Resources through Relationships...

determined to see it through until the end it becomes a life of relationship building.

Business development is action that requires first the right mental action that will lead to the right physical action in order to help a business achieve its desired goal(s). Its first a mental action because in order to bring the right resources together one must understand the needs of the business first. As you become clearer with your understanding of the right resources needed then one is able to begin developing the right business plan in order to see the vision come to life. As plans are mentally created and written out for all to see then comes the generating of resources or Networking. Business development and networking are two aspects that work hand in hand. Business development is the mental process of business, and networking is the physical development of the business resources needed for the vision to come forth.

Creating Resources through Relationships...

Physical Action...



Networking is the physical result of the mental business developed. As we work out of us mentally what is needed to put down on paper to generate the right network, then networking comes into place to put forth the right physical action. Networking is just a network of the right connections that will be the connecting pieces to produce the right result. As we go out and network we go out with this mindset, *I am here to serve*. You are here to serve to all the connections in the network the business plan that was mentally developed. You're serving to the network the vision and helping them to understand the piece everyone plays so that all goals are achieved.

Creating Resources through Relationships...

In networking the whole network needs each other in order to fulfill what is needed, the right generated plans that will help to serve every organization's needs.

Creating Resources through Relationships...

Maintenance...



Maintaining relationships is one of the easiest hardest things that is a key aspect to the successful sustainability of a business developed and growing the right way. Yes, the easiest hardest thing to do is maintain those relationships. As mentioned before *you are here to serve*, but as your network serves up the right resources because of the right connections doesn't mean it all ends there. It's easy to see some great results generated because of the right resources created through business development and networking efforts but that doesn't mean the job is finished. The maintenance of these right networked

Creating Resources through Relationships...

connections is a job in itself. As one moves forward putting forth action the action continues to develop the right business beyond the first initial connection. As a goal or goals are accomplished one will be met with new and fun opportunities. As a goal or goals are met for one organization in the network another opportunity within a business in your network will arise and will need to be met.

If we dismiss our relationships after the first successful turn, then how can We be successful around the next blind turn? We might have a developed business idea to serve to others, but we also don't know what other opportunities the developed business idea will create. That is the importance of maintaining network relationships well past the first achieved goal(s). Creating resources through relationships involves all key aspects of the business process. A business plan is created, which creates a network of the right connections. As the network comes together working as *One* it's the maintenance or the staying connected that will help to serve all the organizations throughout the years to come. When we all understand that We are *here to serve* all we know and understand to do is serve our talents the right way so that everyone reaps the benefits of the created and soon to be created resources that will fulfill all relationship needs in the now and future.



Stop N' Smell The Poop

Published By: Stop N' Smell the Poop

[Stop N' Smell The Poop \(stopnsmellthepoop.com\)](http://stopnsmellthepoop.com)