



## **Successful Relationships** *5 Keys to Building Connectivity*

What does it take to be successful? I work with companies all the time that want their employees to be successful because the CEO knows, as the partners become more successful, the organization will profit and be more successful. I believe that our success is dependent upon relationships - the connections we make in our day-to-day lives and business. This includes family, friends, business associates and anyone we allow to make an impact in our life. Short-sighted people think it is all about themselves and do not understand the value of strong relationships. They do not understand that people have to know, trust and respect you before they will even consider doing business with you. They haven't mastered connectivity.

So what are the 5 Keys to success in relationships?

**1. Successful people understand themselves and how their behavior affects others.** William Shakespeare was right on the money when he wrote, "To thine own self be true." You have to know your strengths and your weaknesses. Or as Clint Eastwood said, "A man's got to know his limitations." You can not be successful until you know where your strengths lie and how you can develop them. My pastor likes to say, "Everyone is a '10' at something." Do you know what you are a 10 at? What are you doing to improve your ability in that area and hone your skill? Are you aware of the influence you have with other people? To be successful, you need to know that other people get the cues from you. The reason different individuals treat you a certain way is because of the way you treat them. If you come across too strong, people will naturally either back away or challenge you frequently. Successful people know how to bring the best out in others by their own behavior and actions. What are you doing to develop everyone you come in contact with? What are you doing on a daily basis to develop your strengths to make you a better, more successful human being?

**2. Successful people understand their reactions to other people.** You might say that they are in control. They know what controls their actions and their reactions. And it is not other people--it is themselves. You know you are on the road to success the day you realize that you act and react the way you do

because you chose to; not because someone else made you. Once you come to this realization, you own your feelings and behavior. Do you understand how you react to certain people in given situations so that you can always be successful? Are you aware of your blind side enough to know when you are reacting in a negative way to certain people and situations? My advice is to work on your strengths and quit trying to cover up your weaknesses. Learn how you react to certain individuals. Explore these reactions and find out what is at the root of the negative responses you see.

**3. Successful people know how to maximize on what they do well.** Once you begin working to develop your strengths, you need to exercise them in the best possible situations. Know where your "home turf" is. What are you cut out to do? Where do your talents lie? What are the strengths in your personality style that go best with certain situations? What circumstances bring out the best in you? Too many people try to be a "Jack of all trades." Ronald Reagan was a master at working the camera and casting vision. But when it came to doing the actual details of his plans, he delegated them to subordinates whom he could rely on. Remember when the United States bombed Libya in 1986 and Reagan went to bed? He did this because he had turned the operation over to trusted support staff that could carry out the details of the attack. Likewise, Jimmy Carter was involved in all the details of both of his Presidential campaigns because he specialized in details. To be successful you need to know where you are best suited to excel and go out and do it.

**4. Successful people have a positive attitude about themselves.** They know that their attitude is a choice. A winning attitude makes the difference in business today. Successful people exude confidence and build toward a better tomorrow. They are always thinking ahead and motivating others to follow them. Think about someone you admire most in your life. Perhaps a teacher, a parent, a mentor or a famous individual. I'll bet they have a positive attitude about themselves and they spread the feeling around. Do you know a good way to check your attitude about you? Look at yourself in the mirror and say with confidence, "This year I'm going to make a million dollars!" how do that go? Do you believe in yourself enough that you feel like this is a true statement? Or have you given up and said, "Not me! I could never do that." If you do, you are already discounting yourself and your own ability. As the motivational speaker said to a group of prisoners in Minnesota in 1981, the greatest obstacle standing between you and your success in achieving your goals is you. In that audience was a young man, Tim Allen, who went on to become one of the most famous entertainers in that past twenty years. All it took was having a positive attitude about himself and what he could accomplish.

**5. Successful people know how to adapt their behavior.** This is what separates the "be's" from the "wannabe's." It is not enough to know your strengths and major on them. To be successful you need to adapt your strengths and weaknesses so that you get maximum benefit from every situation. I'm often

asked, "Why should I adapt to others? Shouldn't they adapt to me?" my answer is "Yes" if you don't want to succeed. If you want the world to revolve around you, it won't. If you want to motivate the world to revolve with you, it will if you learn the skill of adaptivity. For instance, arguing with someone who is a High D personality style only hurts both of you (and the D loves the fight). But learning how to communicate with the D to help them see your way of thinking in a language they understand is mastering adaptivity. Remember you are using connectivity and relationships to build a better future. As my friend Charles Marcus says: Successful people realize that with every person they meet comes an opportunity to make a connection to the future. Short-sighted people focus on the short-term win. Smart people focus on the long term and on building a win-win relationship; they build relationships for the future, not just for today.

We live in a world where everyone is looking for quick fixes and instant results: a world of high speed data, impatience with delays and voice mail. To become successful you have to take the time to build relationships that will last. Great customer service is built on these principles. Taking time to connect is important. Successful people are in it for the long term. They use relationships to develop connectivity to bring about long lasting results. What can you start doing today to build connectivity?

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