

CREATIVE LEADERSHIP IN BUILDING BUSINESS RELATIONSHIP



GENTEX[®]
TRAINING CENTER



Introduction

Creative Leadership in Building Business Relationship shows leaders how to turn contacts into durable, mutually valuable business relationships. Transactions end; relationships compound. Leaders who build them well gain earlier information, faster decisions, and stronger partners in difficult times. This Creative Leadership in Building Business Relationship Training Course teaches the full relationship cycle, from identifying the right stakeholders to deepening trust, managing expectations, and repairing strained ties. Participants explore creative approaches to networking, personal branding, reciprocity, and cross-cultural relationship norms. Furthermore, the course covers stakeholder mapping, account planning, and conflict repair. As a result, participants leave able to build a relationship network that creates measurable business value.

Creative Leadership in Building Business Relationship Course Objectives

- Apply creative leadership behaviours to relationship building and network development.
- Map stakeholders using powerinterest grids and the Mendelow matrix.
- Build trust through the trust equation: credibility, reliability, intimacy, and self-orientation.
- Design networking strategies that fit personal style and business goals.
- Apply the Cialdini principles of reciprocity, liking, and social proof ethically.
- Develop a credible personal brand and professional presence.
- Plan key accounts using account planning and relationship mapping tools.
- Communicate across cultures with appropriate relationship norms.
- Handle disagreements and repair relationships after breakdowns.
- Measure relationship strength using trust and engagement indicators.

Course Methodology



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The course applies interactive, practice-based methods:

- Facilitated workshops and structured networking practice.
- Role-plays of relationship-building and repair conversations.
- Case studies of long-term business partnerships.
- Personal network mapping and account planning exercises.
- Self-assessment of trust-building and influence styles.
- Action planning that converts each technique into a relationship habit.

Who Should Take This Course

- Team leaders, managers, and department heads.
- Business development and partnership managers.
- Key account and client relationship managers.
- Sales leaders and commercial managers.
- Procurement and supplier relationship professionals.
- Professionals who depend on cross-functional cooperation.

Creative Leadership in Building Business Relationship Course Outlines

Day 1: Foundations of Relationship Leadership

- Defining business relationship leadership and its value.
- Distinguishing transactional contact from genuine relationship.
- Understanding the trust equation and its components.
- Mapping your current professional network.
- Identifying relationship gaps and priority contacts.



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- Understanding reciprocity and long-term value exchange.
- Assessing your relationship-building strengths and gaps.

Day 2: Networking, Presence, and Personal Brand

- Designing a networking strategy matched to your goals.
- Practicing introduction, small-talk, and follow-up techniques.
- Building a credible personal brand and value proposition.
- Applying storytelling to make introductions memorable.
- Using LinkedIn and professional platforms effectively.
- Managing first impressions and professional presence.
- Building a follow-up routine that sustains contact.

Day 3: Stakeholder Mapping and Account Planning

- Mapping stakeholders with powerinterest and Mendelow grids.
- Identifying decision-makers, influencers, and blockers.
- Building relationship maps for key accounts.
- Conducting account planning with value proposition fit.
- Analysing relationship strength and coverage gaps.
- Planning multi-level relationship coverage.
- Drafting an account relationship plan.

Day 4: Influence, Negotiation, and Trust Under Pressure

- Applying Cialdini's principles of influence ethically.
- Using interest-based negotiation (Fisher and Ury) with partners.



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- Separating positions from interests in business talks.
- Managing expectations and difficult requests.
- Handling disagreement without damaging relationships.
- Repairing trust after a breakdown using structured conversations.
- Practicing influence and repair scenarios in role-play.

Day 5: Cross-Cultural Relationships and Sustaining Value

- Understanding cultural dimensions with Hofstede's framework.
- Adapting communication style across cultures and regions.
- Managing relationships across distance and virtual channels.
- Building partnership governance and review routines.
- Measuring relationship strength with trust indicators.
- Sustaining relationships through mutual value and recognition.
- Finalizing a personal relationship leadership action plan.

Conclusion

By successfully completing Creative Leadership in Building Business Relationship, participants will have acquired practical methods for building and sustaining business relationships, covering trust building, stakeholder mapping, networking, account planning, ethical influence, and relationship repair. They will have gained skills in trust development, stakeholder and account planning, cross-cultural relationship management, and negotiation, plus a personal action plan. Gentex Training Center designed this program to help leaders build relationships that create lasting business value.





FAQs

Q1 What is the "Creative Leadership in Building Business Relationship" course about?

It teaches leaders how to build and sustain valuable business relationships. Participants study trust building, stakeholder mapping, networking, personal branding, account planning, ethical influence, negotiation, and relationship repair across cultures.

Q2 What are the key benefits of the "Creative Leadership in Building Business Relationship" course?

Participants gain a stronger professional network, deeper partner trust, and better access to information and opportunity. Organizations also see more durable partnerships, smoother cross-functional cooperation, and fewer relationship breakdowns that damage commercial outcomes.

Q3 What skills will I gain from the "Creative Leadership in Building Business Relationship" course?

You will develop four core skills: trust building and relationship development, stakeholder mapping and account planning, networking and personal brand development, and ethical influence and relationship repair.



Q4 What tools, methods, or standards are covered in the "Creative Leadership in Building Business Relationship" course?

The course covers the trust equation, the Mendelow powerinterest matrix, relationship maps for key accounts, account planning tools, Cialdini's principles of influence, interest-based negotiation (Fisher and Ury), personal branding and value propositions, and Hofstede's cultural dimensions.

Q5 How is the "Creative Leadership in Building Business Relationship" course applied in real-world practice?

Participants apply the methods to live situations, such as mapping a key account, planning a networking approach, preparing an introduction, handling a difficult partner conversation, and rebuilding a strained relationship. Each module ends with an action commitment, so learning transfers directly into daily business practice.