

XÂY DỰNG CÁC MỐI QUAN HỆ



Mutually supportive relationships provide the goodwill, trust, cooperation, and influence that help you add value to your organizations, achieve your career goals, contribute to your communities, and take care of yourself and your family.

Myths about Relationship Building



**What you know
is as important
as who you
know because
your reputation
matters**



Myths about Relationship Building

Myth 2

**Proactively
networking is
manipulative**

Myths about Relationship Building



It's your
responsibility
to reach out to
others because
it helps you get
your work done



Myths about Relationship Building

Myth 3

**Extroverts have
better networks
than introverts**

Myths about Relationship Building

Myth:
Elevator pitches have
better networks
than introverts



Incidental
networking is
not the same
as building an
effective
network

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Myths about Relationship Building

Myth 4

I don't have
time for
building
relationships

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Myths about Relationship Building



**Your network is
a need to have
not simply a
nice to have**

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The Power of Relationships: What is Social Capital and Why Does It Matter?

SCIENCE OF SUCCESS:
WHAT RESEARCHERS KNOW
THAT YOU SHOULD KNOW



**Social capital is the glue that
holds societies together**
The World Bank

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Four Sources of Capital that Add Value to Organizations



Financial capital



Physical capital



Human capital



Social capital

“...the resources available in and through our personal and business networks.” (W. Baker)



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Noncopiable
competitive advantage

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The Power of Relationships: What is Social Capital and Why Does It Matter?

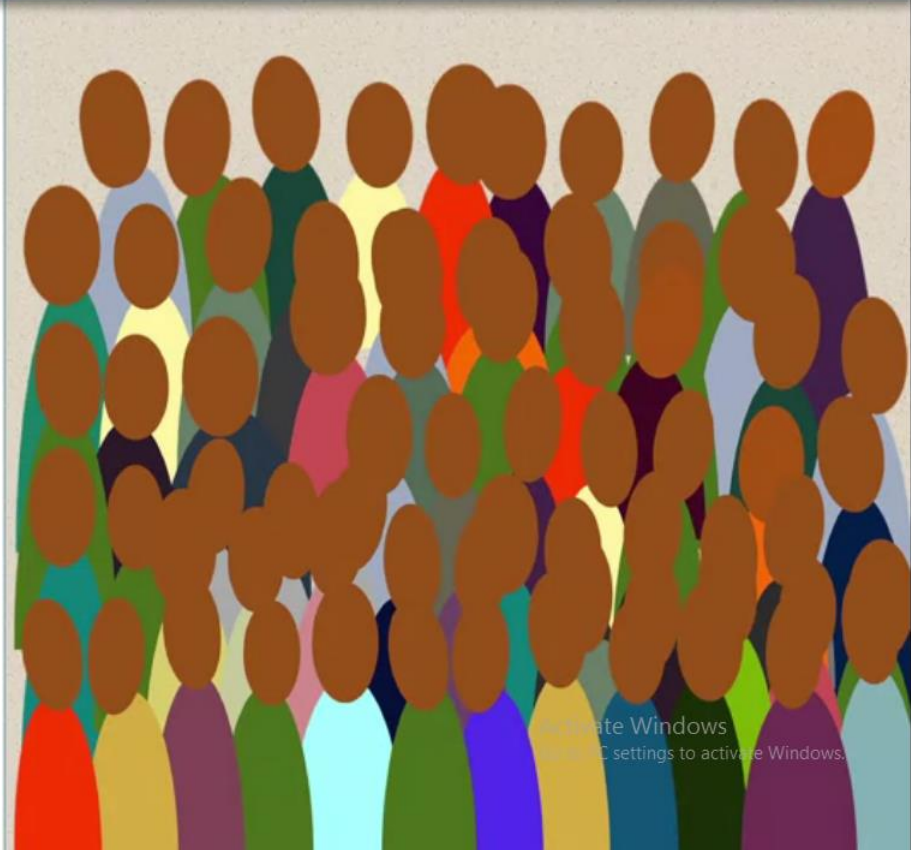
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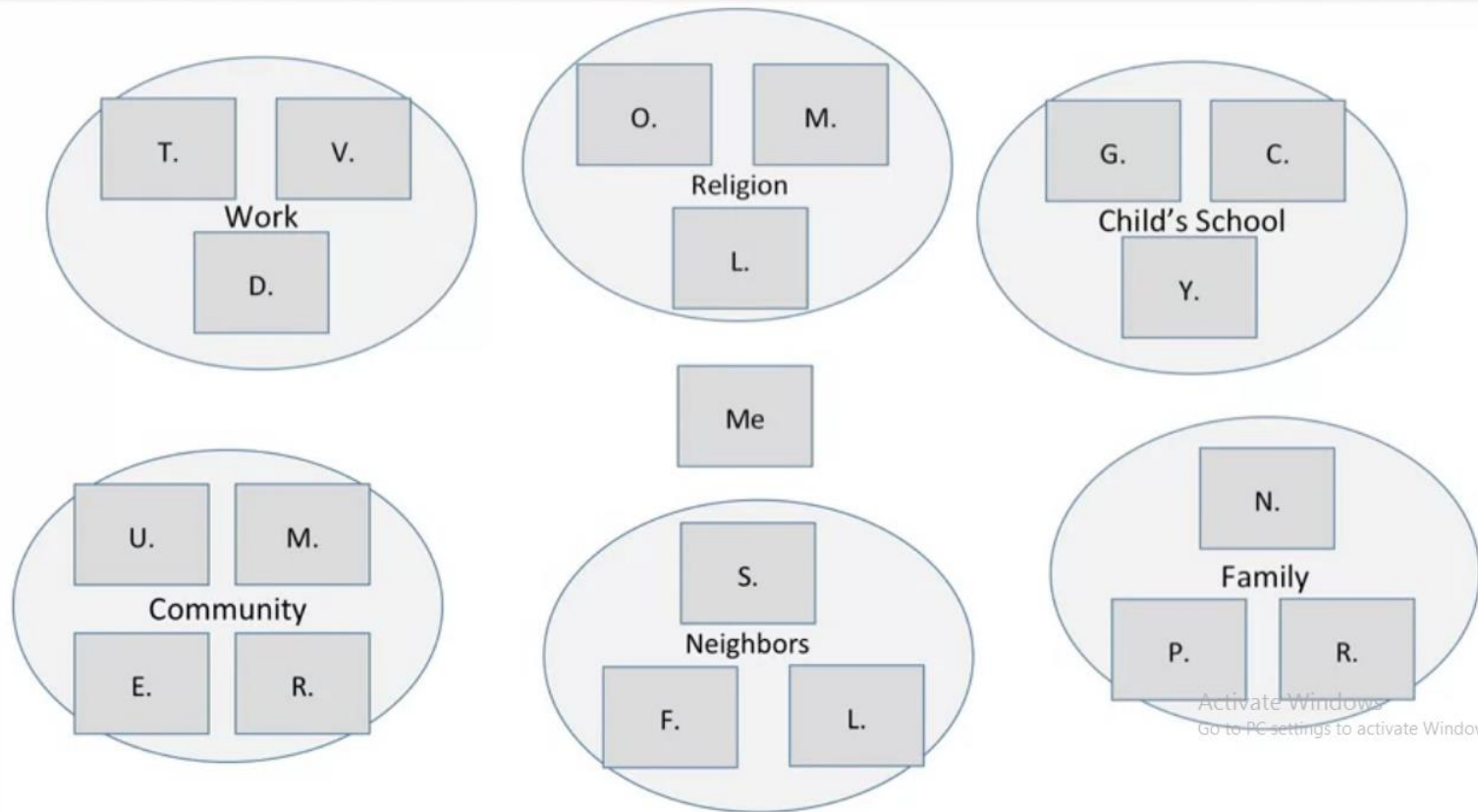
People with social capital are more likely to:

- Find jobs more easily, be more satisfied with their jobs, and stay longer at their jobs
- Add more value to their organizations
- Get promoted more often and paid more
- Get more venture capital for entrepreneurial endeavors
- Help their children achieve academically, stay in school, and go to college
- Be happier, healthier, and longer lived



The Power of Relationships: Building Your Network and Social Capital

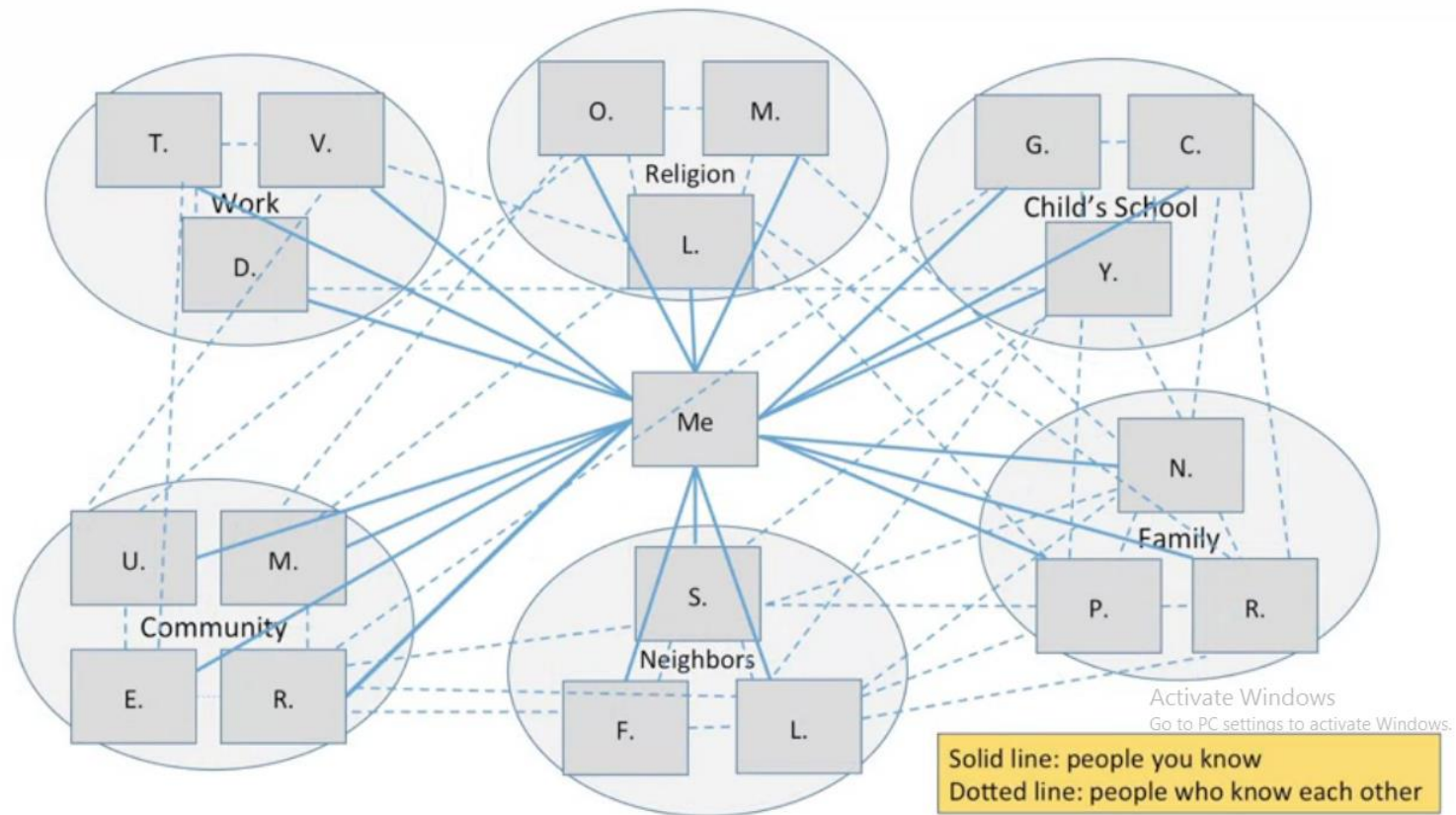
SCIENCE OF SUCCESS:
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The Power of Relationships: Building Your Network and Social Capital

SCIENCE OF SUCCESS:
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Assess Your Network

Size

Structure

Diversity

Strength



Redundancy is Higher in a Closed Network



Advantages:

More trust, loyalty, predictability, cooperation, cohesiveness, common goals

Disadvantages:

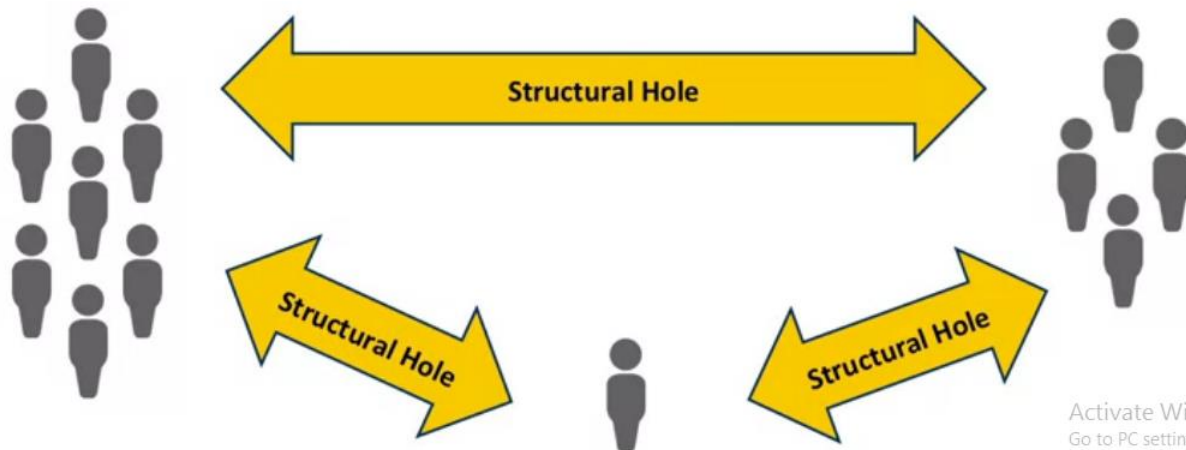
Fewer and less diverse resources, less influence outside your group, more likely to develop us versus them, more groupthink

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Redundancy is Lower in an Open Network



Structural Holes = Gaps Between People and Groups Who Don't Know Each Other



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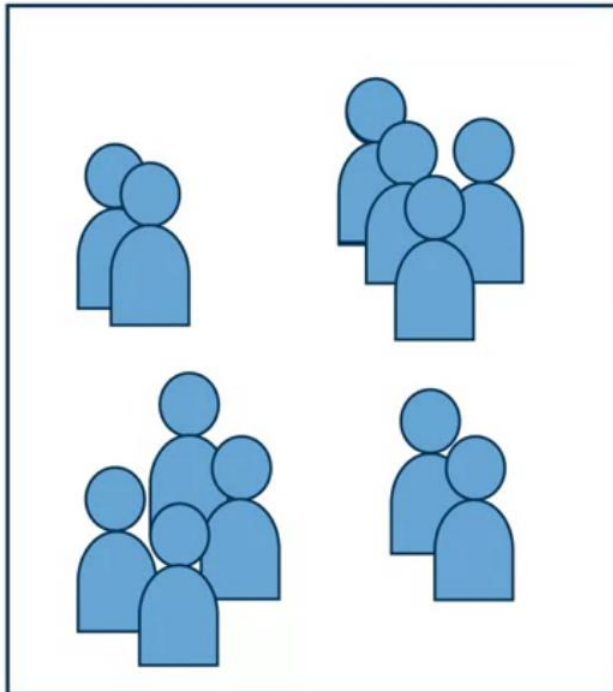
Structural Holes = Opportunity to Bridge the Gaps



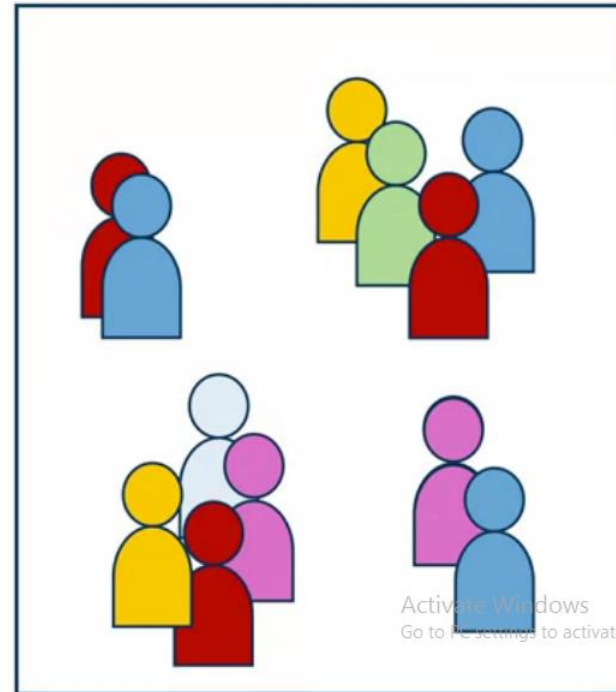
Did researchers really insert the cold virus into volunteers noses? (Researchers sometimes do strange things.)

Yes, and those who had more diverse networks were less likely to catch a cold.

Network with shared identity groups
= Access to less diverse resources



Network with diverse identity groups
= Access to more diverse resources





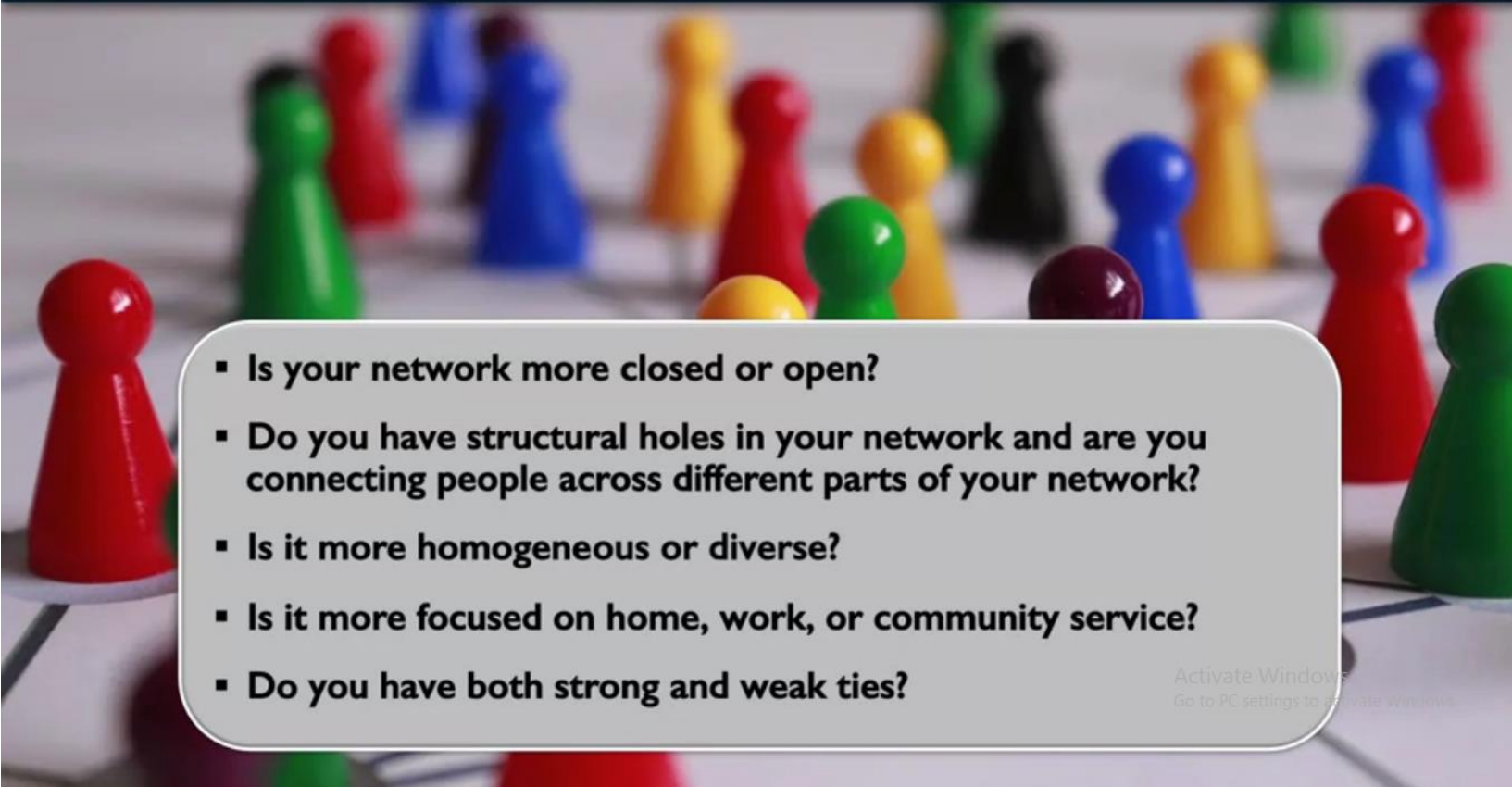
Strong Ties:

People you know very well and with whom you are mutually invested in each other's success and well-being.

Weak Ties: People you interact with infrequently and with whom you have little emotional investment



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- Is your network more closed or open?
 - Do you have structural holes in your network and are you connecting people across different parts of your network?
 - Is it more homogeneous or diverse?
 - Is it more focused on home, work, or community service?
 - Do you have both strong and weak ties?

The Power of Relationships: Building Your Network and Social Capital

SCIENCE OF SUCCESS:
WHAT RESEARCHERS KNOW
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Take Action

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There are many things you can do to increase the size, structure, diversity and strength of your network.

Many of these things don't cost you much in time or money.



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