

"We have bigger houses but smaller families;  
We have more degrees but less sense;  
more knowledge but less judgements;  
more experts but more problems;  
more medicines, but less healthiness.  
We've been all the way to the moon and back,  
but we have trouble crossing the street  
to meet the new neighbour.  
We build more computers  
to hold more information,  
to produce more copies than ever,  
but we have less communication.  
We have become long on quantity  
but short on quality.  
These are times of fast foods,  
but slow digestion;  
tall man, but short character;  
steep profits, but shallow relationships.  
It is time when there is much in the window  
but nothing in the room."

*-Dalai Lama*

Today we have more ways of connecting than ever before. And not only do we have more ways of connecting, we have BETTER ways to connect, and better ways to establish and keep relationships online. But all relationships need to be nurtured, whether they are face-to-face or online or any mix or mashup in between. It is this process of nurturing that leads to loyal and sustainable relationships.

Here are some ideas for developing loyal and sustainable relationships:

- 1) What skills, talents, ideas do you have that could be valuable to others as exchange? Think about these and how you could broadcast your resources to create sustainable alliances.
- 2) Before using resources to create something yourself, think about others who may have already created something similar and may be willing to contribute to your cause.
- 3) Think about both your strong relationship ties and your weak ones (friends of friends). All ties have value, but invest more time in nurturing relationships closer to your center of strength.
- 4) What can you do to build credibility and trust in your relationships? Write down some of the values and principles that are most sacred to you and share those with others.
- 5) Design relationships for "lovability". What is loved will endure, whether it is something tangible like a well-loved sweater, or intangible such as a loyal relationship. Design for love and the result will last a lifetime.