

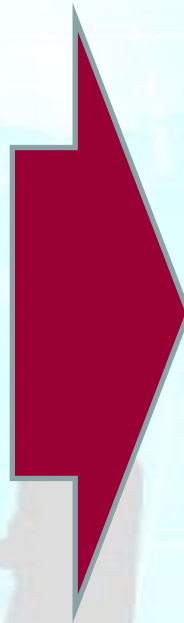
# RELATIONSHIP CAPITAL

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*Protecting the value of your reputation*

## TRUST IS THE FOUNDATION OF YOUR REPUTATION

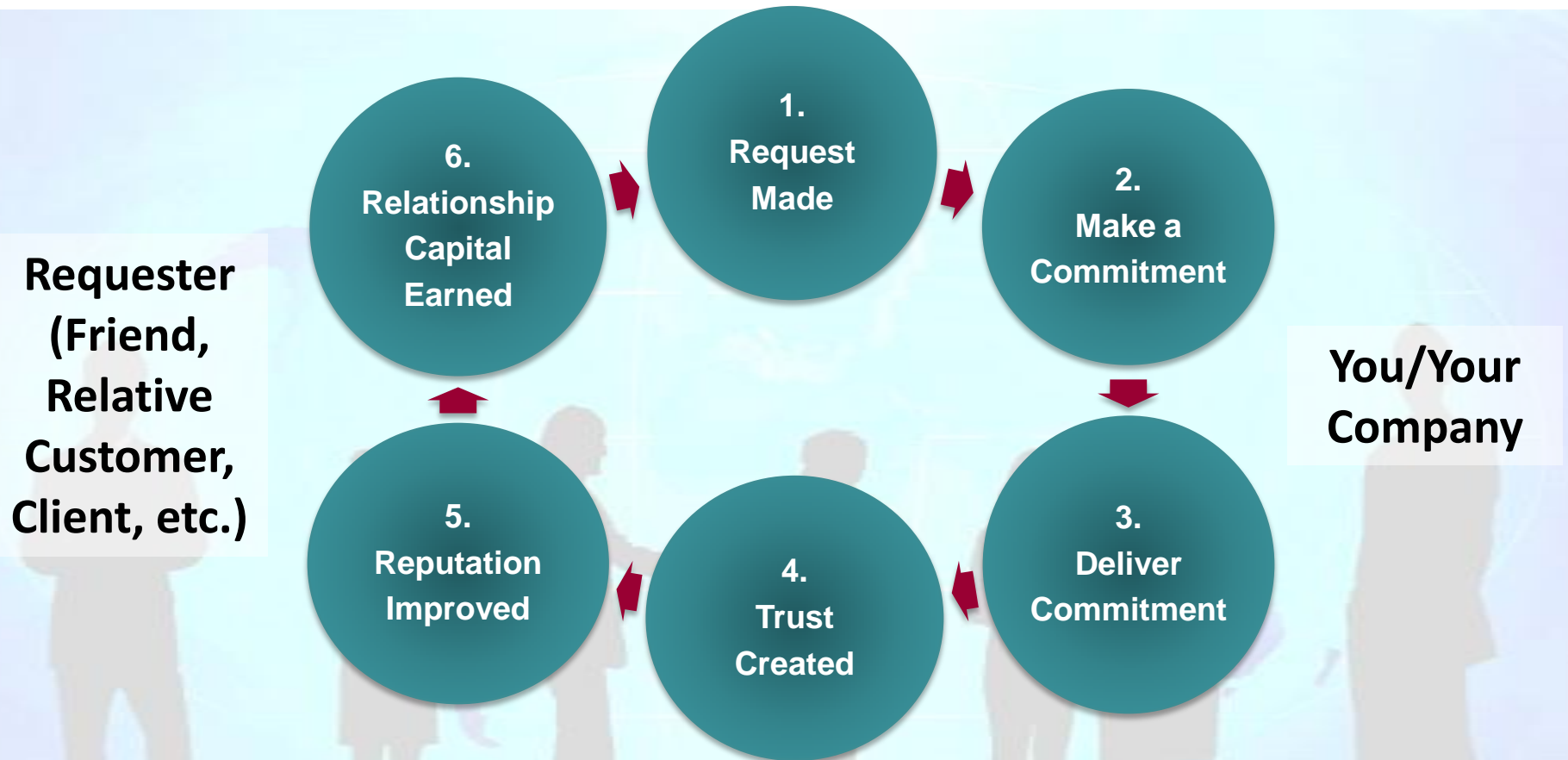
- Professionalism tells people they can trust you
- Your reputation is a reflection of your professionalism



**Relationship  
Capital  
is a measurement  
of your  
reputation**

**Trust is why people recommend you to others**

## RELATIONSHIP CAPITAL CYCLE



**Reputations can be made or broken by how well we meet our commitments to others**

## RELATIONSHIP CAPITAL BUILDS YOUR “BRAND” IN THE MARKETPLACE



Branding is used to present a consistent “picture” of you in the marketplace

- Branding tells others who you are
- Branding helps others know what you stand for
- Branding is a way to communicate your reputation
- Branding is a vehicle to proactively manage your reputation

**Relationship Capital is a critical part of your personal and professional branding efforts**

# CREATING EFFECTIVE NETWORKS IS A WAY TO BUILD YOUR BRAND

- **Relationship Capital is a way to measure the two-way nature of networking**
  - Networking *IS NOT* about the number of connections you have amassed
  - Networking *IS* about the quality of your connections and your reputation with those connections
- **Relationship Capital helps you derive value from every connection you have**

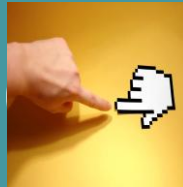
**Relationship Capital enables you to effectively network in a deliberate and strategic way**

## YOUR REPUTATION + YOUR NETWORK = YOUR RELATIONSHIP CAPITAL

### Remember...



Every relationship within  
your network reflects  
your value



Every interaction brings  
potential for mutual  
benefit



Every commitment you  
keep improves your  
reputation



**Your Reputation – Good or Bad – survives both on and  
off the Internet. Managing your reputation is up to you.**

## RELATIONSHIP CAPITAL IS A RELATIONSHIP NETWORKING INDUSTRY STANDARD

RC is a catalyst for building trust with people who don't already know you

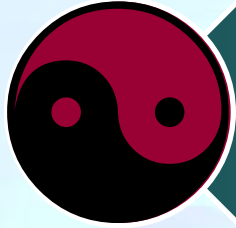
RC brings opportunities to you based on your public reputation

RC is a code of conduct based on 7 core values of great relationships: Accountability, Boundaries, Honesty, Responsibility, Respect, Support, Trust

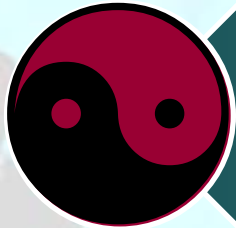
RC makes you findable by others and transmits your reputation on the internet and elsewhere



## R N I A PROMOTES RELATIONSHIP CAPITAL



The Relationship Networking Industry Association (RNIA) helps individuals/entities build and objectively measure their reputations



Reputation and Relationships are critical to effective networking



RNIA uses Relationship Capital as an objective and tangible way to communicate your reputation to others

**Relationship Capital is the “currency” of the Relationship Economy**



## **R N I A WAS FORMED TO HELP *YOU* MANAGE *YOUR* REPUTATION IN THE MARKETPLACE**

- **Let others know you are a credible professional by:**
  - **Becoming a member of RNIA**
  - **Learning how to create and measure Relationship Capital**
  - **Actively engaging in the community of trust created by participating in RNIA**
  - **Become certified in RNIA's CBOK (Common Body of Knowledge)**
  - **Living the seven core values of relationships in your interactions with others**
  - **Consider becoming a trainer to teach others about CBOK**

**Want to learn more? Go to: <http://www.rnia.org>**