RELATIONSHIP DRIVEN CYBER LEADER

11 Laws of Likability

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About Michelle

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- HEROES GET HIRED
- 11 LAWS OF NETWORKING
- 11 LAWS OF CONNECTORS
The IT Organization’s Problem...

**TURNOVER**

$11 Billion is lost annually due to employee turnover  
(Bloomberg BNA)

Only 13% of employees are engaged worldwide costing more than $500 Billion a year  
(Gallup)

**LOYALTY**

83% of employees said they planned to look for a new job last year  
(Salary.com)

**REtenTion**

56% of employers reported difficulty retaining high-potential employees  
(Towers Watson)

The #1 Reason people leave their jobs?  
The Boss  
(Payscale)

The Solution: Relationships

**RELATED LEADERS = ENGAGED EMPLOYEES**

#1 driver of engagement: Belief management has interest in their well-being and demonstrates people are important to the company’s success.  
(Towers Watson)

**ENGAGED EMPLOYEES = PRODUCTIVE WORKFORCE**

91% of engaged employees try their hardest at work.  
(Temkin Group)

**PRODUCTIVE WORKFORCE = BOTTOM LINE IMPACT**

Companies with engaged employees, outperform those without by 202%.  
(Dale Carnegie)
Describe A Relationship Driven Cyber Leader ...

- Cares
- Interacts Authentically
- Listens
- Brings Energy
- Is Trustworthy
- Connects
- Is Supportive
- Builds Relationships

Describe A Relationship Cyber Driven Leader ...

- Interacts Authentically
- Consistently Nurtures Trust
- Connects and Builds Relationships
What Is Your Definition Of Authenticity?

Authenticity is...

Showing up **open** and **infusing** into your interactions the **attributes** of yourself that **you value** most.

And... **accepting** and flexing your “**unique charms**”.

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Are you being authentic?

- **Get to**
- **Want to**
- **Should do**
- **Have to**

- **Do it**
- **Delete it**
- **Reframe it**
Reframe: Shift Your Energy

Find the good
Invoke real emotion
Determine productive energy

Energy is contagious

The Four Pillars of Trust

Authenticity
Vulnerability
Transparency
Consistency
Connect & Give

- Introductions
- Find Common Ground
- Thank / Credit
- Invitations
- Share information
- Admire / Ask Advice

My Gifts To You

www.MichelleTillisLederman.com/GiftPack

- My Top 5 Success Accelerators
- FREE assessment to learn your Networking Type
- FREE Interview Preparation Checklist
- FREE Personal Branding Worksheet
- FREE Chapter: The Law of Giving
People would rather do business with a person they like and trust rather than someone they don’t. (Nobel Prize psychologist, Daniel Kahneman)

90% of executive level jobs come from networking

Get Business

Get Hired

People would rather do business with a person they like and trust rather than someone they don’t.

Get Business

Get Promoted

~ 70% of people with active mentor relationships received a promotion

Harvard Business Review

Get Happy

Close work friendships boost employee satisfaction by 50% and predict happiness at work

Gallup and Journal Of Applied Psychology

Real Relationships...

Real Results