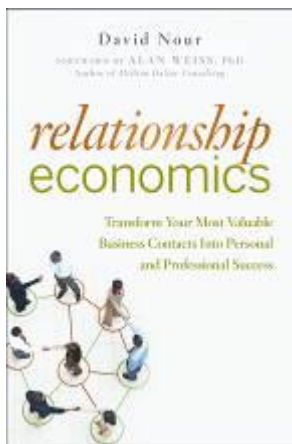




An Inspiring Fresh Perspective:

Your personal and professional success depends on the diversity and quality of your relationships with others. Yet most of us don't spend enough time building and nurturing the key relationships we need to achieve success. That's where Relationship Economics® comes into play.



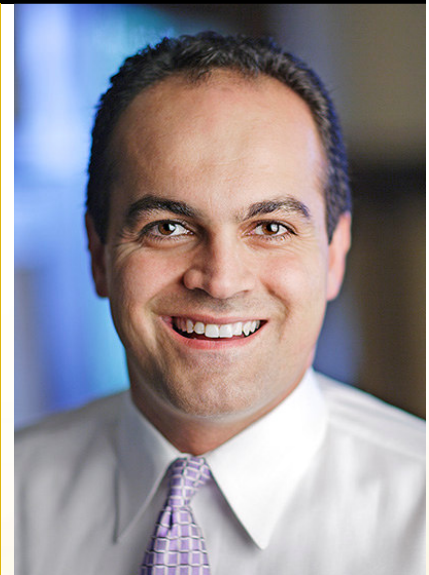
Relationship Economics isn't about networking. It's about learning how to invest in people for an extraordinary return. It's about exchanging *Relationship Currency*®, accumulating *Reputation Capital*® and building your *Professional Net Worth*®. It's about learning the art and science of relationships.

About the Content:

David Nour, Founder of Relationship Economics has developed a unique transformation process of individuals, teams, and corporations in the way they build, nurture, and leverage their personal, functional, and strategic relationships. This framework provides a focused road map for individuals and organizations to:

- **Develop new skill sets in building productive and value-based relationships towards achievement of quantifiable goals**
- **Leverage personal relationships to convert strategies into execution**
- **Build a disciplined follow up plan to nurture and grow lasting relationships**

The results from implementing these methodologies provide the participant with changed behavioral skills in seeking contacts aggressively, finding ways to help others and capitalizing on diverse relationships.



About the Speaker:

David Nour is a social networking strategist and one of the foremost thought leaders on the quantifiable value of business relationships. In a global economy that is becoming increasingly disconnected, Relationship Economics is solving *Fortune 500* client challenges with intracompany, as well as externally focused, **Strategic Relationship Planning™**.

A native of Iran, David came to the U.S. with a suitcase, \$100, limited family ties and no fluency in English! Fast forward 25 years and David has built an impressive career of entrepreneurial success, both within large corporations and early stage ventures.

David is the author of *Relationship Economics* (Wiley, 2008), a senior management

About the Event:

You're invited to an inspiring keynote speech based on fundamental leadership in managing a portfolio of personal relationships. This featured session is focused on a proactive approach in building and nurturing relationships, providing improved speed, results, and experience in turning everyday interactions into customer, revenue, alliance partnership, employee, and shareholder value.

1. How well are you building and nurturing **your perishable** relationships?
2. Is your portfolio of relationships **equally balanced** between its quantity, quality, and diversity?
3. Do you effectively leverage **Relationship Currency®** to create long-term and preferential access and opportunity?
4. Are you producing a **Return on Your Relationship Investments?**
5. What's the cost of **NOT** building a viable network, with return access?



Within 60-90 minutes, the following topics are addressed:

- ✓ Networking vs. Building a Portfolio of Relationships
- ✓ Relationship Dynamics: Diversity, Quality & Quantity
- ✓ Political and Influence Maps
- ✓ The Relationship Quality Value Pyramid™
- ✓ Pivotal Contacts™
- ✓ Value, Variety and Frequency of Relationship Currency Deposits
- ✓ Leveraging a Personal Brand to create Access and Opportunity
- ✓ The Art of Pinging and Objectives of Follow Through

advisor, and a featured speaker for corporate, association and academic forums, where he shares his knowledge and experience as a leading change agent and visionary for **Relationship Economics® - the art and science of relationships.**

In addition to serving on key community boards, David is also an active member of several professional organizations, including the Association for Corporate Growth (ACG), American Management Association (AMA), Institute of Management Consultants (IMC) and the Society of International Business Fellows (SIBF).

He has been featured in a variety of publications, including *The Wall Street Journal*, *The New York Times*, *The Atlanta Journal and Constitution*, *Georgia Trend*, *Success*, *Entrepreneur* and *Pink Magazines*.

David earned an Executive MBA from the Goizueta Business School at Emory University where he's often a guest lecturer and a BA degree in Management from Georgia State University.

Sample Clients:

- American Cancer Soc.
- Cisco Systems
- Cox Enterprises
- Disney
- Emory University
- Hewlett-Packard
- KPMG
- Legal Marketing Assoc.
- Marriott International
- Meeting Professionals Int.
- Nat. Assoc. of State CIOs
- Project Mgmt Institute
- Siemens
- Verizon Wireless
- Women In Technology

For more information:

Relationship Economics
404-419-2115

info@relationshippeconomics.NET