



Making His Mark on Relationship Economics®

David Nour on collecting, connecting, and capitalizing on relationships.

David Nour, CEO of The Nour Group, is a senior management advisor, international speaker, and best-selling author. As keynote speaker at Fresh Summit, he will describe how he has helped companies including KPMG, Siemens, Disney, and hundreds of others achieve unprecedented growth through unique return on their strategic relationships.

In his intriguing analysis of the notion of human relationships as capital, David Nour poses some compelling ideas about the value of strategic relationships as they pertain to enterprise growth. He describes a favor economy that uses our individual knowledge, talent, time, and access to influential relationships as currency in a process whereby we seek to identify, nurture, and leverage different types of relationships to result in a win-win outcome for all.

Of the three types of relationships Nour describes—personal (those we choose), functional (clients or suppliers relevant in the context of our profession), and strategic (those who can elevate our perspective or broaden our thinking)—he notes that most of us are fine with the first two, but simply fail to recognize, develop, or utilize the third.

This is where his consulting expertise comes in. He describes the way he has helped companies leverage Pivotal Contacts™ by keeping Relationship Banks™ of individuals that just might have the precise skill sets or proficiency to help them grow. Nour especially enjoys helping companies who suffer from what he terms *corporate relationship deficit disorder* (the customary act of building silos and creating walls that are not conducive to building relationships).

He says that there are two components in this process: the art of relationships (being engaging and interesting) and the science of relationships (being savvy enough to understand and implement a consistent process).

Well-traveled and savvy himself, Nour notes that the rest of the world builds relationships first—from which they do business. “In North America we tend to remain exclusively focused on the business; if and only if the business part works, we may then think about investing in relationships,” notes Nour, who recalls a recent four-hour lunch meeting in Beijing, where the parties actually discussed business for all of 15 minutes.

“Who you are is far more pertinent than what you do,” muses Nour, well aware that this is age-old information that defies trends. “The world has become transactional,” he states. “Relationships are transformational.” Nour emphasizes that performance trumps all. “You have to be competent, capable, and you have to deliver. But relationships create the competitive edge, the X-factor, for which the right relationships are willing to pay a premium.”

In such a value-based relationship, Nour continues the economic metaphor:

- Relationship Currency® is immediate, and has cash value
- Reputation Capital® is comparative and built over time
- The sum of these two—the combination of your strategic relationships assets and liabilities—becomes your Professional Net Worth®

Through the use of such key descriptors, Nour creates for people a common language, helping them describe the intricacies of human relationships, and framing it in a way that makes it intentional, strategic, and thus quantifiable—with a very real return on your relationship investments.

By the way, social media is disrupting many organizations Nour works with and is forcing them to reorient their business relationships around customer needs. He often shares unique insights in how to harness the same power and promise. □

**Don't miss David Nour on Sunday, October 17
from 7:30 to 9:00 a.m. at Fresh Summit.
To learn more, visit www.RelationshipEconomics.net.**