

# THE PRINCIPLE OF WORTHY INTENT

## BUSINESS RELATIONSHIP TIP

There is one overarching principle that drives ultimate success when working with clients and colleagues:

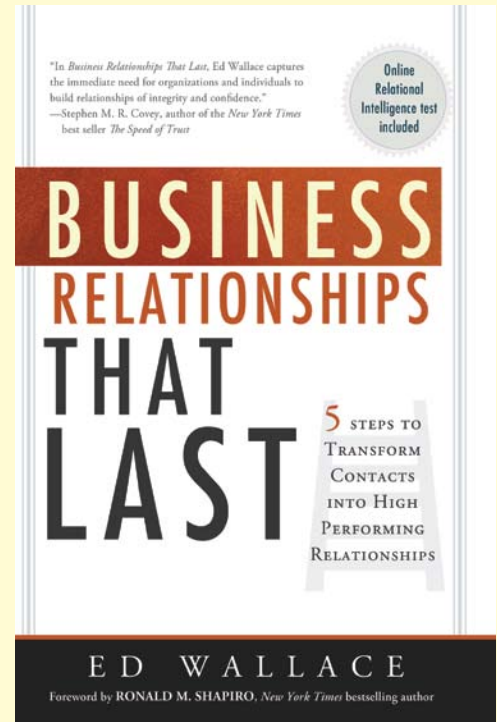
### THE PRINCIPLE OF WORTHY INTENT

The inherent promise you make to keep the other person's best interests at the core of your business relationship

Your credibility has a major impact on your success in any business relationship and it all begins with your worthy intentions – taking the time to become interested in your colleague's business and personal goals, passions, and struggles.

**Action Point: Demonstrating your worthy intentions begins with questions like:**

- "Tell me about how this project connects to the company's strategy?"
- "What are you personally looking to achieve with this initiative?"
- "How long have you been with the company?"
- Or when all else fails... "Where are you from?"



*Business Relationships That Last*, like Jerry Acuff's *The Relationship Edge in Business* and Keith Ferrazzi's *Never Eat Alone*, teaches that personal interaction and trust are critical to business success, and equips readers with the tools they need to implement this concept into their daily operations.

“The more people who use the principles and practices in this book to deepen their relationships, the richer we'll all be—and happier!”

—Keith Ferrazzi, bestselling author of *Never Eat Alone* and *Who's Got Your Back?*

## ABOUT THE AUTHOR

Ed Wallace graduated cum laude from Villanova University, was a Teaching Fellow at Drexel University while he earned his MBA, and has a CPA designation in the State of Pennsylvania. He is president of The Relational Capital Group, which focuses on helping professionals advance the key relationships that most impact their performance.

