Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

**AMA Seminars offer your employee:**

- **Extensive practice in a supportive environment.** You really can’t learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.

- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.

- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.

- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we’re not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can’t spare your employee for a training session? Take a look at our live online courses which minimize time away from work.

Either way, remember that we don’t lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit www.amanet.org/2020
Building Relationship Capital: Maximizing the Value of Professional Contacts

Improve business outcomes by harnessing professional relationships

What’s the one business commodity that can never be outsourced? Relationships. What can drive business success more powerfully than technology? Again, relationships. Yet what do few businesses seek to systematically nurture and advance? The answer, surprisingly, is relationships. This program is about building relationship capital—the value created by people through their business relationships. Explore the one-to-one aspects of building, maintaining, and tracking relationships and discover how they can help you achieve your financial and strategic goals. Learn a proven, step-by-step methodology for advancing all your relationships, and get tools and a roadmap for creating business value and driving growth through the power of these connections. You’ll also develop strategies to align your own business goals and objectives with the contacts you already have.

How You Will Benefit

- Understand relational capital and the impact this new competency will have on your business and career
- Take the RQ® (Relationship Quotient) assessment to measure the strengths of your most important relationships
- Recognize how your contacts’ Relational GPS®—goals, passions, and struggles—help create lasting business relationships
- Apply the five-step Relational Ladder® process for launching and advancing each business relationship
- Understand how to “invest” versus “spend” your relationship time
- Learn strategies to strengthen your internal relationships and outperform your colleagues

What You Will Cover

- Developing a “Relational GPS” for your top five relationships
- The Principle of Worthy Intent: Building an awareness of the power of thoughtfulness in business
- Internalizing and applying a proven process for conducting effective meetings
- Completing and sharing action plans; committing to implementation; measuring success
- Moving from transactional relationships to long-term, outstanding business relationships
- Building your credibility and professional brand

Who Should Attend
Any business leader who is ready to learn a step-by-step, measurable process in order to leverage the full power of business relationships and create sustainable success for their organization and career.

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