

Ed Wallace

President and Chief Relationship Officer at Relational Capital Group

Creating Relational Capital: So Easy a Taxi Driver Can Do It!

Combining compelling stories about the wisdom he learned from Max the Taxi Driver and 25 years in business, Ed explains the essential qualities of Relational Capital – Credibility, Integrity, and Authenticity – and how this intangible asset can be created, developed, and used to boost your personal net worth in life and business. **You will never take another relationship for granted after you hear this talk!**

Connecting With the People Who Power Your Business

Relationships hold companies together and fuel future growth. From connecting with customers to forging high-performing teams, success depends on everyone working well together. Yet many leaders prioritize potential relationships and take established ones for granted.

In this highly interactive keynote, critically acclaimed author Ed Wallace will help the audience establish common ground, focus on collaboration instead of command, put people before process, demonstrate worthy intent, and make every interaction matter. **YOU WILL NEVER TAKE ANOTHER BUSINESS RELATIONSHIP FOR GRANTED AFTER THIS TALK.**

Takeaways:

- Why The Relationship Engine – Displaying Worthy Intent - is your key to success
 - How to apply the Five Principles of Relational Leadership
 - How uncovering Relational GPS allows Relational Leaders to navigate today's multi-generational and organizational challenges
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Outperform Your Competition By Investing In Relational Capital

We hear CEO's and business owners saying, "This is a relationship business, but what if our competitor develops a better one?"

Participants will learn:

- The **5 Relational Ladder® Steps** to transform contacts into high performing relationships
 - How to improve sales and overall corporate performance by investing in relational capital
 - Why '**creating relational capital**' will become a lasting competitive advantage
 - It's not about selling, but about focusing on relationships with customers, employees, and vendors
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