IT’S A BIT LIKE DATING

Bradley Powell, Axiaware
Nathaniel Cadwell, LiftHand
NEW CUSTOMER / VENDOR RELATIONSHIP

We don’t really know each other

We haven’t worked together before

Our project is important to both of us
PAIR-SHARE EXERCISE:

What does success look like?
For the customer?
For the vendor?
WE DON’T TRUST EACH OTHER:

How do we develop trust?

How do we start this off on the right foot?
THE SOLUTION

ACTIONS AND BEHAVIORS THAT ESTABLISH TRUST OVER TIME

It’s a Bit Like Dating
IT’S A BIT LIKE WHAT?
ABOUT US

BRAD POWELL
President/CEO, Axiaware

NATHANIEL CADWELL
Founder, LiftHand
AGENDA

COVERED

- Why we are dating
- 9 specific actions and behaviors

NOT SO MUCH

- Sales process
- Agile contracts
- Actual dating advice
“The Big Three [U.S. automakers] set annual cost-reduction targets. To realize those targets, they’ll do anything. [They’ve unleashed] a reign of terror, and it gets worse every year. You can’t trust anyone—Director, interior systems supplier to Ford, GM, and Chrysler

“Honda is a demanding customer, but it is loyal to us. [American] automakers have us work on drawings, ask other suppliers to bid on them, and give the job to the lowest bidder. Honda never does that.”—CEO, industrial fasteners supplier to Ford, GM, Chrysler, and Honda
GOOD MATCH:

Customer has a problem they need to solve.

Vendor understands the problem and is good at solving it.

Both parties understand how they will solve the problem together.
ESTABLISH CREDIBILITY OVER TIME WITH SMALL COMMITMENTS:

With everyday actions

With deliverables

Increase complexity over time
WE MAY NOT HAVE THE SAME BACKGROUND OR EXPERIENCE

What do you value, and why do you value it?

What’s in it for them?

How do we get there together?
“Every relationship is a cross cultural experience. There are two valid perceptions and realities which make a difference.”

- Dr. John Gottman
PUT YOURSELF IN THEIR SHOES

VENDORS:
What is the customer mindset?
Be a good vendor

CUSTOMERS:
What is the vendor mindset?
Be a good customer
“...More and more, organisations achieve success (or not) through the behaviours and interactions of other people...

As a result, enabling people to interact better in a group repays enormous dividends.

Facilitation and Facilitated Workshops have proved to be the most efficient and effective way of achieving this.”

– DSDM Atern Handbook
“The Workshop Facilitator is responsible for managing the workshop process and is the catalyst for preparation and communication. The Workshop Facilitator is responsible for the context of the workshop, not the content. The Workshop Facilitator should be independent of the outcome to be achieved in the workshop.”

-DSDM Atern Handbook
WE JUDGE SITUATIONS NOT BY WHAT HAPPENS, BUT BY HOW THEY COMPARE TO WHAT WE EXPECT TO HAPPEN.

Create expectations together

The desired outcome should be crystal clear
OWN YOUR MISTAKES

QUESTION: HOW IS OUR RELATIONSHIP GOING TO WORK WHEN SOMETHING GOES WRONG?

Mistakes and screw-ups are an opportunity

Acknowledge your mistakes

Own your mistakes
“Make it intentional how we move through time together. Those actions are about working towards shared meaning. The rituals of connection are very important.”

- John Gottman
DEVELOPING A SOCIAL RELATIONSHIP IS AN IMPORTANT PART OF YOUR WORKING RELATIONSHIP

We’re humans

Helps you understand each other

Helps you relate to each other
9 ACTIONS AND BEHAVIORS

1. Date to Marry
2. Find a Good Match
3. Start Small
4. Communicate and Educate
5. Put Yourself in Their Shoes
6. Sometimes it Helps to Have a Chaperone
7. Set and Ask for Expectations
8. Own Your Mistakes
9. Get to Know Them
PAIR-SHARE EXERCISE:

What’s the one thing you’re going to take back to work and apply?
TRUST = CONSISTENCY OVER TIME

From Jeff Weiner, CEO, LinkedIn
THANK YOU

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It’s a Bit Like Dating
9 Actions and Behaviors

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The one thing you’re going to take back to work and apply:

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