

Connections With Integrity

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Published in Organization and People
Magazine



THE ALTERNATIVE BOARD®
The Business Owner's Strategic Advantage

Connections With Integrity

Some leaders have difficulty with alliances

- They don't understand the importance
- They fail to understand alliances are more than a “means To an end”



Connections With Integrity

Leaders hold a range of beliefs they may:

- View the world as transactional
- Believe that what they do matters
- Be motivated primarily by quality of their relationships



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Context for this discussion

- Informal business relationships?
- Referral relationships?
- Personal relationships?
- Family?
- Other?



1. Tit for Tat or Quid Pro Quo

1. “I’ll do something for you if you will do something for me.”
 - Expectation – direct and timely exchange
 - Time frame – relatively short, may be specific
 - Relationship – depends on agreement in advance of exchange

2. Accountant

“I’ll do something for you and you will owe me a favor.”

- Expectation – I will keep tally on who owes who and call in favors
- Time frame – unspecified but not infinite
- Relationship – depends on future response to paying debt

3. Reciprocity

“I’ll invest in the relationship and have some expectation that you will also.”

- Expectation - you will remember me if I do something for you
- Time frame – indeterminate
- Relationship – higher value and not dependant on specific defined response

4. Karma

“I’ll invest in this relationship because it is the right thing to do.”

- Expectation – doing the right thing is primary
- Time frame – open ended
- Relationships – all relationships need to be nurtured

What is your “Connection Style”

1. Tit for tat or Quid Pro Quo
2. Accountant
3. Reciprocity
4. Karma

Connections With Integrity

- Trust – What do you need to know to be comfortable to refer business or form alliances?
- What level of knowledge do you need about someone's skill or competence?
- Do you think you know the people in this organization well enough to form alliances?