



# **Building Corporate Partnerships**

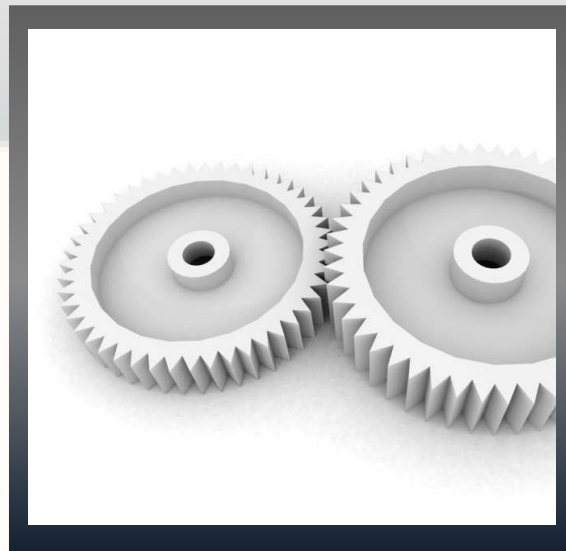
Sustainable Business Relationships in an  
Educational Environment  
ATMA 2010



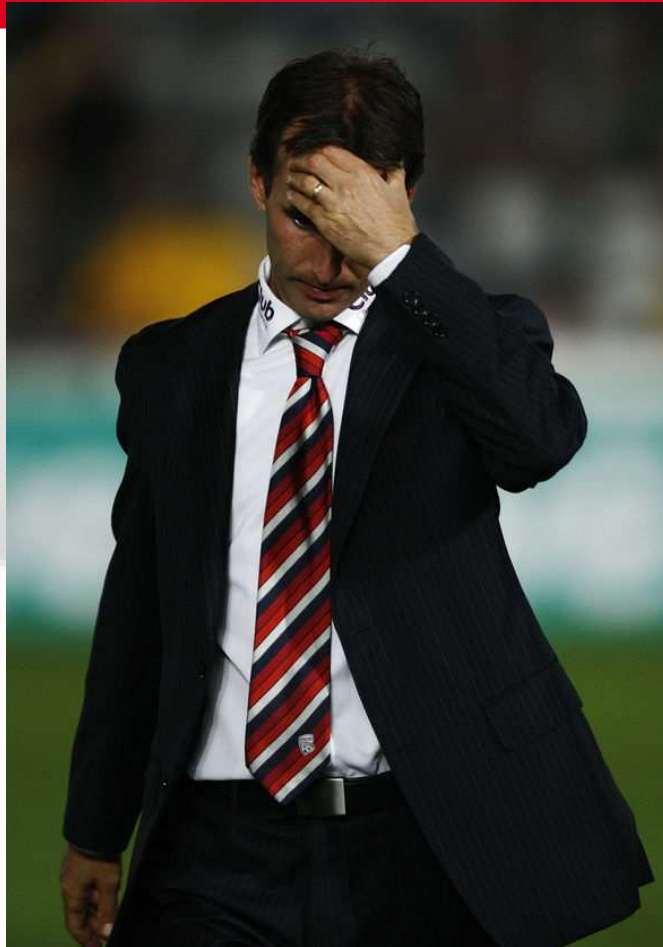
Dean Deighton – Director of Customer Engagement TAFE Queensland Regional Network 11<sup>th</sup> November 2010



- **"Mr. Morgan buys his partners, I grow my own."** *Andrew Carnegie*



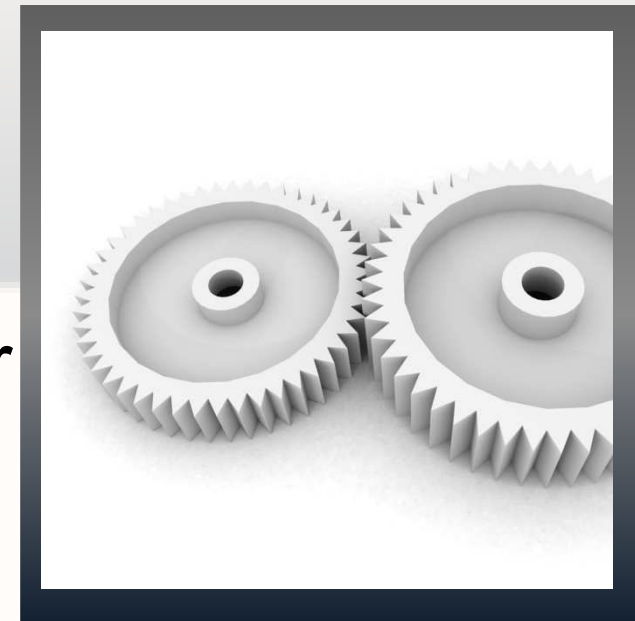
# How do we test a relationship ?



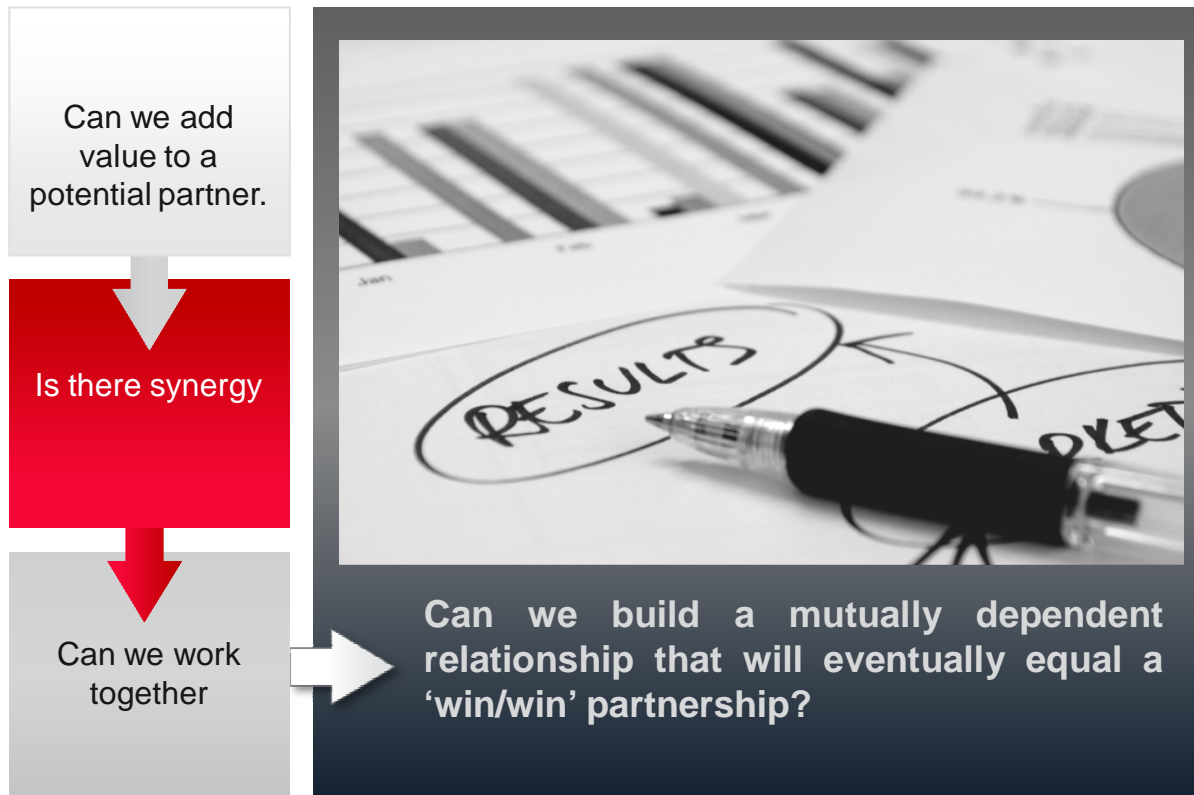
# Workshop Topics



- Discovery
- Building Relationships
- Delivering Mutual Benefits
- Transactional v Relational
- Become a 'Cultural' Leader



# How important is Discovery ? ( we need to know our partner)



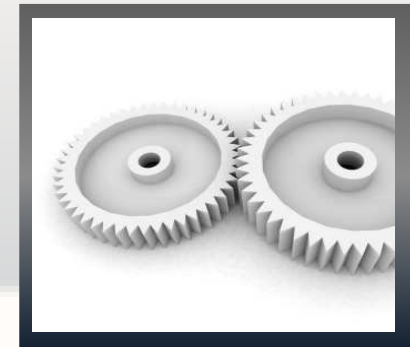
# What do we need to Discover ???



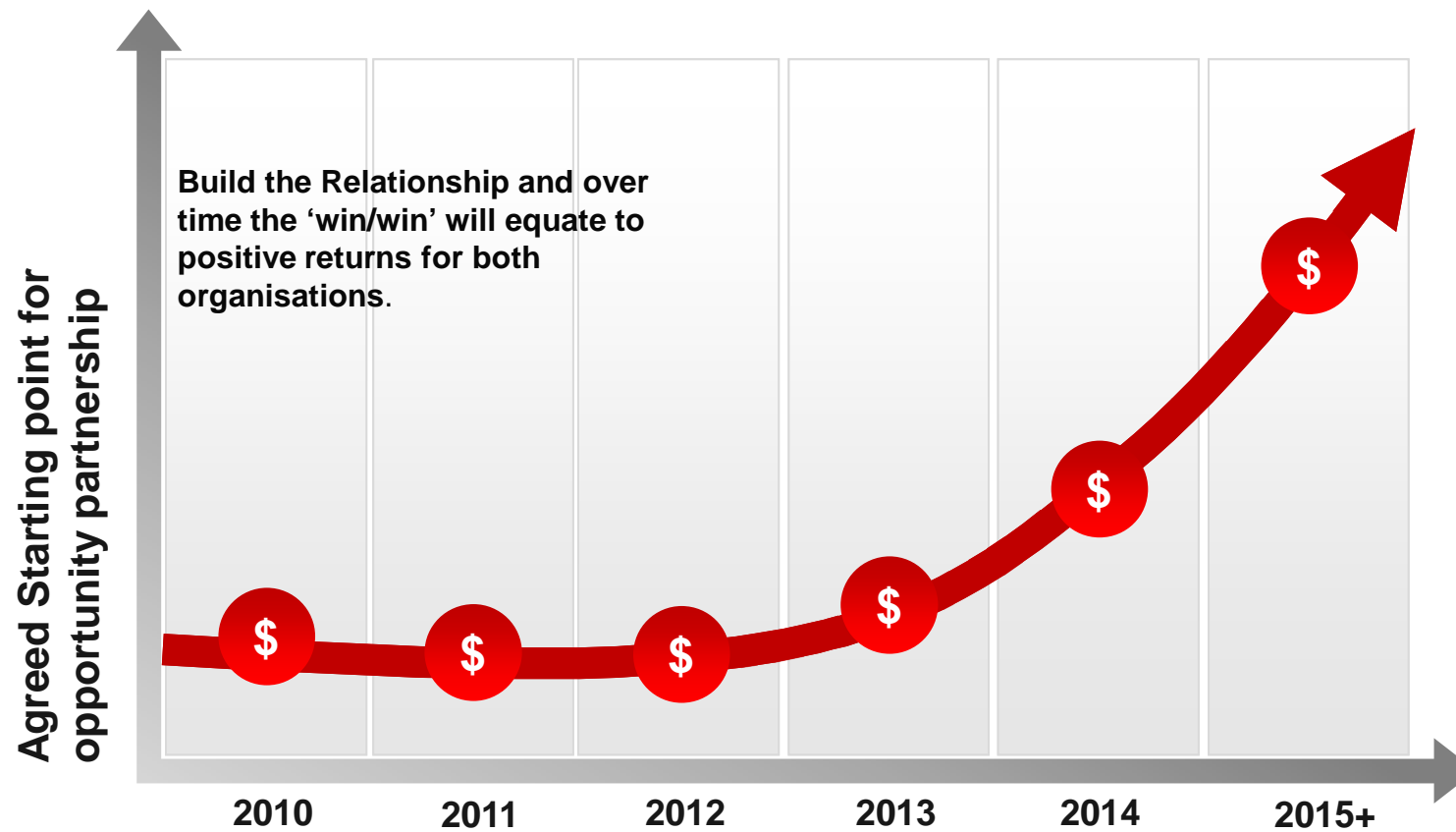
# Building Relationships



- Building Relationships
  - Build rapport
  - Build trust
  - Trust + rapport = open and honest communication
  - Partnership
    - = Your reliability + credibility + intimacy / self interest



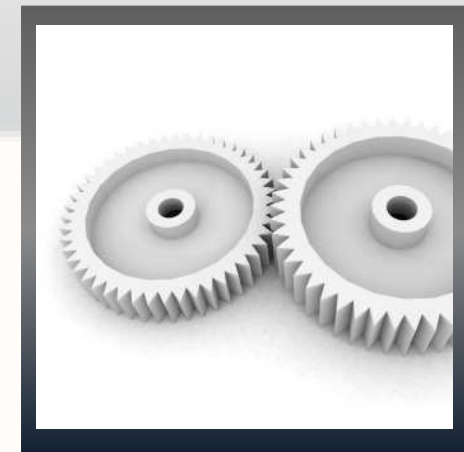
Long Term Relationships =  
Long Term mutual benefit



# Transactional v Relational



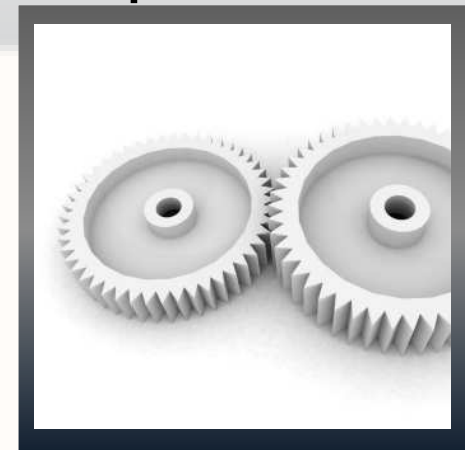
- Transactional
  - Get the sale v form the relationship
  - Go for the quick win
  - Short term ‘off the shelf’
  - Lack of flexibility
  - Commodity driven



# Transcational v Relational



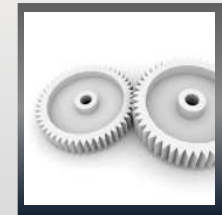
- Relational
  - Long term aim
  - Flexible and tailored
  - Based on the value of the relationship
  - Challenge for TQR !



# Cultural Leadership



- Become a Relational Cultural Leader
  - Focus on long term and short term will come through
  - Lead from the front
  - Private enterprise v public institution thinking
  - Challenge your environment
  - Make the client # 1 and place yourselves and your teachers in their shoes !!



**THANK YOU!**