



**Dobson Associates**

Human Performance Consultants

## Thirteen Lessons on Improving Employee Performance Through Relationship Building

1. Finding a guaranteed learning and performance improvement solution, is at best difficult, due to too many complex theories that exist for a very complex topic.
2. The easiest and most effective manner to improve any organizational performance is to focus mainly on one issue: to build and create better relationships among the people.
3. Relationship marketing is defined as: the art and science of building better relationships through experience.
4. The strength of positive relationships lies in the connections between organizational managers, their employees and their customers.
5. The common thread to strengthening relationship connections is people improvement and people development.
6. Building better relationships means: understanding people's mutual interests and needs; tying these interests and needs to the expectations of the business; developing a plan of execution; and finally, executing the plan.
7. Improved relationships will build-in consistent behaviors and consistent behaviors will continually deliver on any organization's brand promise.
8. The only way that managers, employees and customers will know how to strengthen their relationship connections is through various learning experiences.

9. It is a well established fact that how employees feel about their company goes a long way toward determining the level of performance they demonstrate and how well they present themselves to their customers.

10. Traditional attitudes toward training programs will not provide enough to ensure achievement of business results.

11. Recognizing and rewarding consistent relationship connections and performance is the key to sustaining the intended behaviors among managers, employees, and customers.

12. All recognition and reward programs should be based on people's performances. These programs will ensure strong relationship connections over a long period of time.

13. The principles and processes of performance improvement technology can focus an organizations resources directly on improving and changing behaviors that will strengthen their relationship connections among the managers, employees, and their customers.

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