
Reciprocal Relationships:



Beyond the Box Thinking

By Amy Benson & Jen Murray

Getting to Know You



Our Hopes for You



Participants will learn how to leverage their sphere of influence within your community to grow your business.



Develop a positive culture using reciprocal relationships with community stakeholders, employees and customers.



Implement creative thinking and ideas to solve problems in your business.

Transactional Relationships vs Reciprocal Relationships

Transactional relationships are functional and characterized by short-term communication.

Reciprocal relationships are mutually beneficial.



Knowing Yourself

What do you
believe?

Does your
business plan
reflect your
beliefs?

A Little about our Story...



COMMUNITY



STAFF



CUSTOMERS

The Community

An Investor

A Landlord

A Community Advocate



The Investor

- The Bummer
- An Honest Friend
- An Unlikely Partner



The Landlord

- The Sceptic
- The Relationship
- The Believer



A Community Advocate

- An Emergency
- A Meeting
- A Gift



A \$7 Cup of Coffee

- The Initial Interview
- The Working Interview



Chocolate is a Must

- Train Together
- Find a Thoughtful Topic
- Climate of Care Guidelines





A \$7 Dollar Sandwich

- Trainings
- 1 on 1's
- PLC's



Trainings

- Need
- Use Tomorrow
- Focus on Continuous Growth



1 on 1 Time

- Coaching
- Building Trust
- Focusing Your Lens



PLC's

- Time
- Put it on the Calendar
- Corollary Questions

The Customer

- The Beginning
- The Middle
- The End
- Home School Connections



The Natural Benefit

The Community

The Staff

The Customer



Clarifications?

Thank You!

Amy Benson: amy@sscpreschool.com

Jen Murray: jen@sscpreschool.com



“Anyone who does anything to help a child is a hero to me.” - Fred Rogers