

**WEEK 5 AT A GLANCE: RELATIONSHIP ECONOMICS**

**OVERVIEW:**

Relationship Economics is about strategically prioritizing and maximizing the return on your relationships to fuel the growth of your businesses.

The three live virtual sessions will be a highly interactive and immersive experience that goes beyond the “soft skill” of relationship-building. It will help you elevate how you think about, plan for and execute an intentional, quantifiable strategy that will provide a measurable return on your relationship investments.

**OBJECTIVES:**

- Learn systematic and disciplined processes to turn everyday contacts into real, meaningful, and value-based relationships

**WEEK 4 – JULY 12 – JULY 19, 2021**

Topics/Activities		Approximate Time	Date/Complete By
Online/Self-Paced	Live Virtual Instructor Led		
<i>Watch</i> 'David Nour Introduction' video		5 minutes	July 13
<i>Read</i> Chapter 1: Relationship Economics		30 minutes	July 8
<i>Watch</i> 'Introduction to Relationship Economics' video		5 minutes	July 13
<i>Attend</i> Live Virtual Session 1	Attend live virtual session	60 minutes	July 13
<i>Watch</i> 'Relationship Currency Roadmap' video		5 minutes	July 14
<i>Attend</i> Live Virtual Session 2	Attend live virtual session	60 minutes	July 14
<i>Watch</i> 'Hybrid Relationships' video		5 minutes	July 15
<i>Attend</i> Live Virtual Session 3	Attend live virtual session	60 minutes	July 15
Reflection/Action Plan		10 minutes	July 16