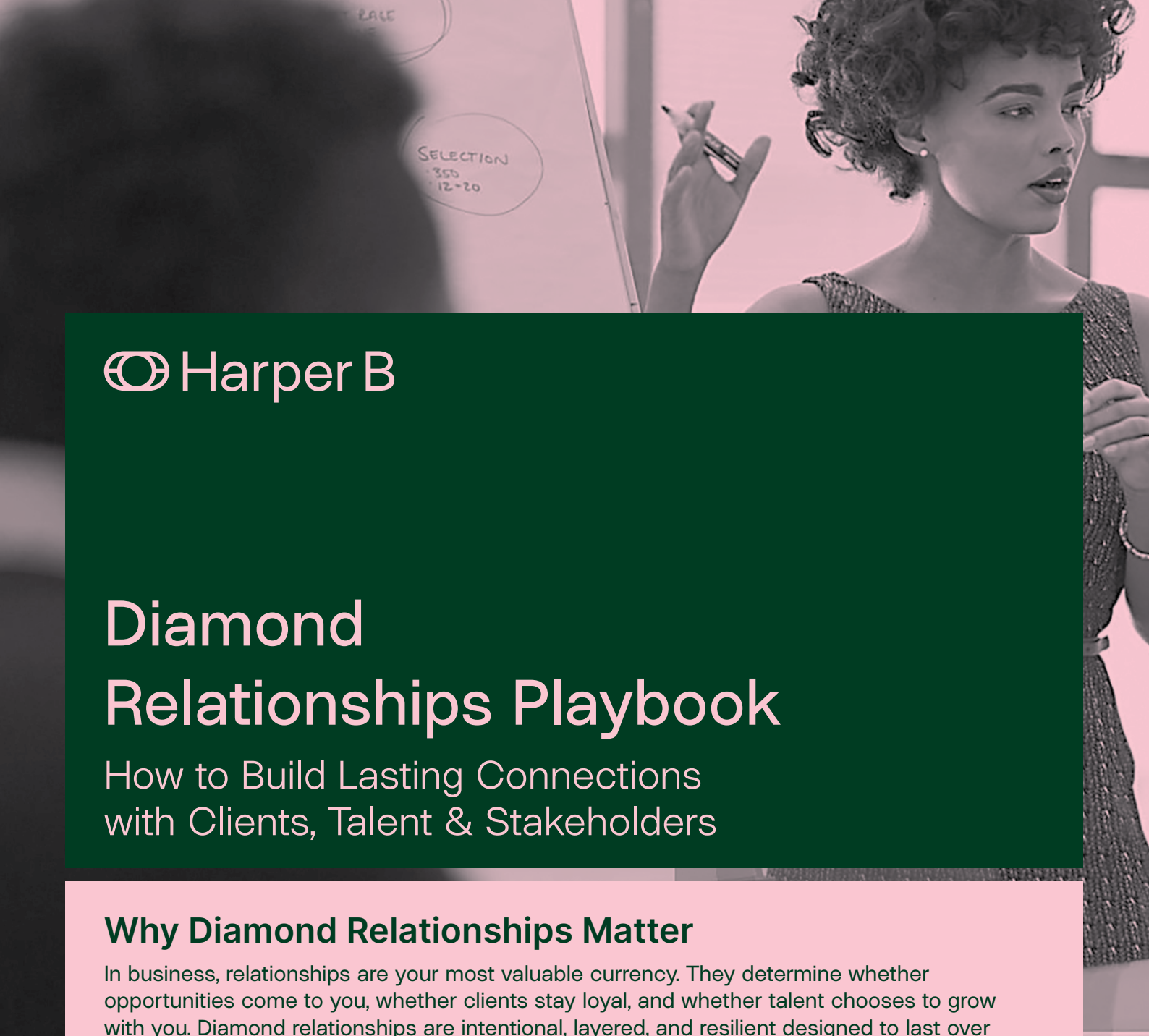

Harper B

Diamond Relationships Playbook

How to Build Lasting Connections with Clients, Talent & Stakeholders

Why Diamond Relationships Matter

In business, relationships are your most valuable currency. They determine whether opportunities come to you, whether clients stay loyal, and whether talent chooses to grow with you. Diamond relationships are intentional, layered, and resilient designed to last over time and through change. When you cultivate them, you don't just win clients or talent, you create long-term advocates who grow with you.

01

Build Before You Need

- Cultivate relationships early and consistently, not just when you need work.
- Stay in touch with clients, talent, and stakeholders regularly; genuine engagement builds trust.

02

Consistency Creates Trust

- Check in beyond transactions: share updates, celebrate wins, and show you're invested in their success.
- Make your follow-ups thoughtful and purposeful, not just obligatory.

03 Add Value First

- Share industry insights, new ideas, or introductions before being asked.
- Position yourself as a thought partner, not just a service provider.

04 Balance Technical & Social

- Engage both professionally and socially, clients and talent remember the whole experience.
- If it's not your strength, bring in a colleague who complements you.

05 Be Recognised & Visible

- Take opportunities to share your expertise through panels, mentoring, or social media.
- Visibility builds credibility, and credibility builds loyalty.

06 Strengthen Your Personal Brand

- Know your "you" what makes you distinctive and memorable.
- Clients and talent should leave every interaction knowing what you stand for.

07 Network with Purpose

- Approach networking with intention, not volume.
- Follow up thoughtfully, don't let connections fade.

08 Gift Relationships

- Offer introductions, ideas, or insights tailored to what matters for them.
- Become the person who connects dots and unlocks opportunities.

09 Listen & Learn

- Create safe ways for clients and team members to give feedback.
- Use what you hear to refine your strategy and grow stronger.

10 Build Multi-Layer Strength

- Invest in succession planning and mentoring — know multiple layers of your client's and team's organisations.
- A strong relationship web is harder to break and easier to grow.