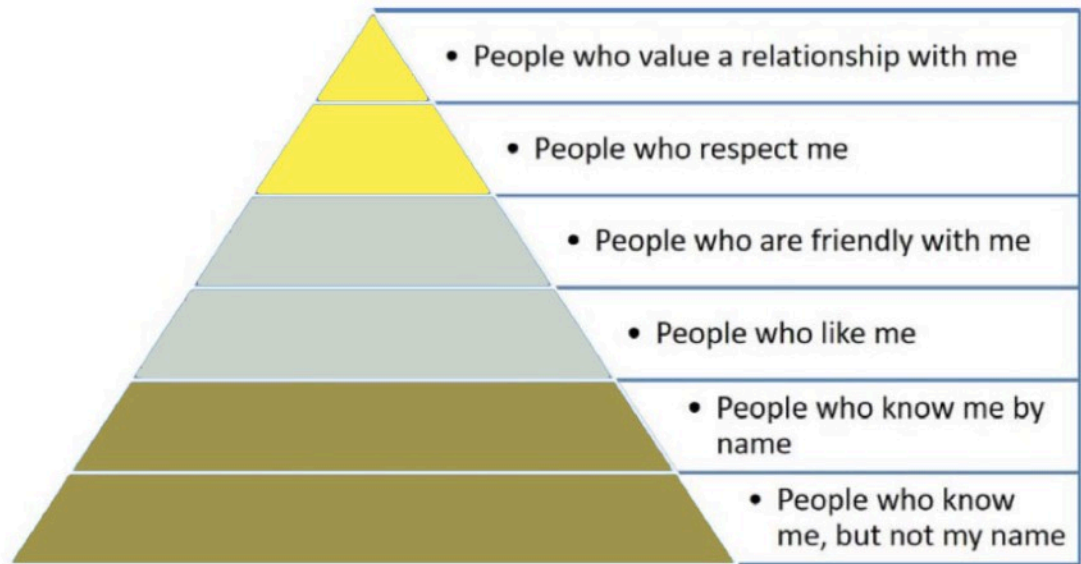


The Relationship Pyramid



Based on Acuff, Jerry with Wood, Wally. (2011)

The Relationship Edge: The Key to Strategic Influence and Selling Success, 3rd Edition, Wiley.

In order to effectively perform their functions, Unit Commissioners need to develop relationships with unit leaders. To do that, commissioners need to be proactive and take the initiative. All relationships pass through six stages that are described in a pyramid.

People who know me, but not my name: The largest group of people. These are the parents who see you at a unit meeting; these are the unit leaders who see you at a roundtable. They know you by your position patch and epaulet tabs; and, are influenced by what they've been told about those positions.

People who know me by name: These are people who learn your name as you present the unit charter, or as you present a topic at a roundtable. You can bring more people into this group by taking the initiative and introducing yourself.

People who like me: This means that they don't avoid you when you approach them about Scouting issues. You add to this group in the way you conduct your job. Your leadership style is servant leadership, not authoritarian; and, you conduct yourself in a humble, helpful, and friendly manner.

People who are friendly with me: Here are people that engage with you in non-Scouting interactions. You have conversations about family, sports, movies, and other social topics. You have both learned what you have in common besides Scouting. You develop this group by initiating informal contacts where social conversation is expected – invite them to meet over a cup of coffee, offer to drive them to the roundtable, speak with them during breaks at roundtables or other Scouting events, join them for meals at campouts.

People who respect me: They have a positive opinion of your knowledge, integrity, and character. The only way they will have that positive opinion is if you demonstrate it. You bring information to the unit, and when you don't know something, you find out for them. You keep your word. You are an example of the Scout Oath and Law.

People who value a relationship with me: People know you are willing and able to help them. They trust that you will treat them with integrity. And, because they value the connection with you, they will reciprocate and help you do your job.

So, which level of the pyramid is needed for you to be an effective unit commissioner and to fulfill the five main purposes of a commissioner:

1. Support unit growth through the Journey to Excellence.
2. Contact units and capture their strengths and needs in Commissioner Tools.
3. Link unit needs to district operating committee resources.
4. Support timely charter renewal.
5. Delivering Effective Roundtables.