The Power of Connections: Cultivating Leadership Through Strategic Relationships

LEADERSHIP
DEVELOPMENT
PROGRAM

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November 18, 2025
3:00 – 4:30 p.m. EST

Website Tech Tips and Reminders

Please mute your microphone unless presenting.

Chat function on bottom of screen is available – and presenters will see questions posted.

This event is being recorded. Recordings will be emailed out within a week of the event.

Closed captioning is available. To enable this feature on a computer, click “ “Show captions.” For users on a phone or tablet, captioning will be enabled automatically.

Presenters

Maurice Brown

Assistant Vice President, Advocacy and External Engagement

NCARB

Veronica Meadows, CAE

Chief Strategy Officer

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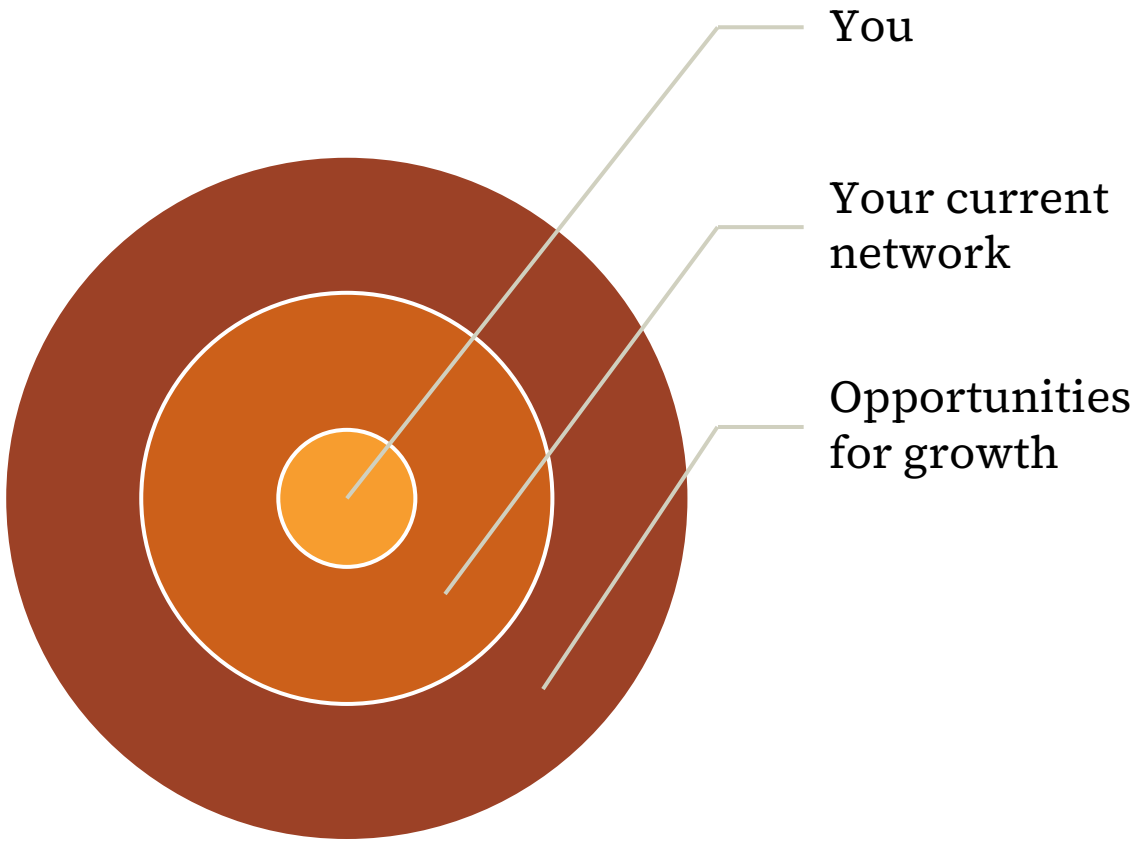
Learning Objectives

- Understand the value of strategic relationships in effective leadership
- Reflect on your current leadership network—and where it can grow
- Learn tools to build authentic, trust-based relationships
- Recognize how “unintentional influence” shapes your leadership impact
- Gain insight from real-life examples of strategic connections in action
- Commit to one action that will grow or strengthen your leadership network

Why strategic relationships matter

- Enables alignment across stakeholders
- Increases access to insights, influence, and opportunities
- Builds leadership resilience and credibility

Who is in your leadership network?



Map key people and organizations who:

- Support your work
- Challenge your thinking
- Expand your reach

Tools for Building Strategic Relationships

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Be intentional: Identify your values and goals

- Know what you stand for: What values guide your leadership?
- Clarify what you're working toward—shared outcomes create alignment.
- Authenticity and intentionality invites trust and shows others you're focused, thoughtful, and grounded.

Show up consistently: Reliability builds trust

- Trust is built over time through consistent action.
- Follow through on commitments, even small ones.
- Be present when it matters: meetings, milestones, tough moments.
- Consistency creates psychological safety—people know they can count on you.

Listen actively: Understand others' motivations

- Listening is a leadership superpower—use it to understand not just what people say, but why they say it.
- Ask open-ended questions.
- Listen without an agenda or assumption.
- Reflect back what you hear to build clarity and empathy.

Collaborate beyond silos: Seek mutual benefit

- Great partnerships cross boundaries: disciplines, departments, organizations.
- Look for win-win opportunities—not compromise, but alignment.
- Acknowledge and respect different expertise and roles.
- Collaboration works best when power and credit are shared

Follow through: Integrity strengthens partnerships

Trust is fragile—maintain it through follow-up and accountability.

Own your mistakes and communicate with transparency.

Deliver on what you promise—or renegotiate honestly.

Integrity in action earns lasting respect and influence

Unintentional Influence in Leadership

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Unintentional influence: You're always leading

- Leadership presence impacts others—even without words
- People notice:
  - Your tone, facial expressions, and energy
  - How you respond under stress
  - Who you include (or exclude)
  - Whether you follow through
- Influence extends beyond meetings—it's also in your absence

What messages are you sending?

When awareness is low…	When awareness is high…
• Your values and actions don’t align • Others feel excluded, uncertain, or disengaged • Opportunities to build trust and ownership are missed	• You lead with clarity and consistency • People know what to expect—and feel safe to engage • You model inclusive, intentional leadership

Aligning impact with intention

- Strategies to increase awareness:
  - Ask for feedback: “How do I show up in meetings?”
  - Reflect regularly: “Where did I lead well today? Where could I adjust?”
  - Watch for patterns: When do people disengage? When do they lean in?
- Model the leadership behavior you want to see
- Be the person others feel safe, seen, and supported around

Strategic Connections in Action

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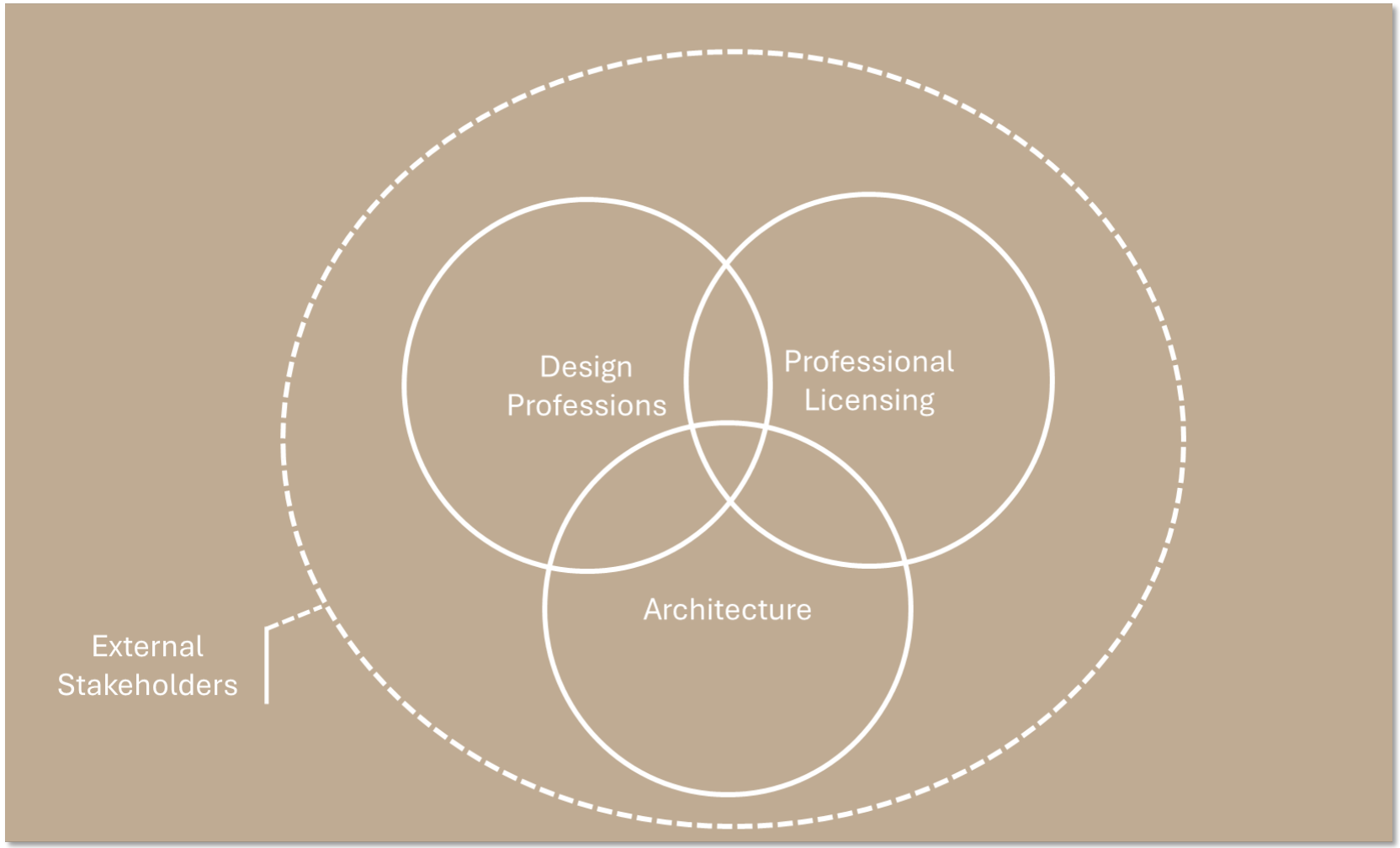
Case Study: CLARB & NCARB Relationship

- Build intentional connections aligned with your goals
- Tap into broader perspectives, networks, and resources
- Gain advocates who amplify your message
- Achieve more through collective influence

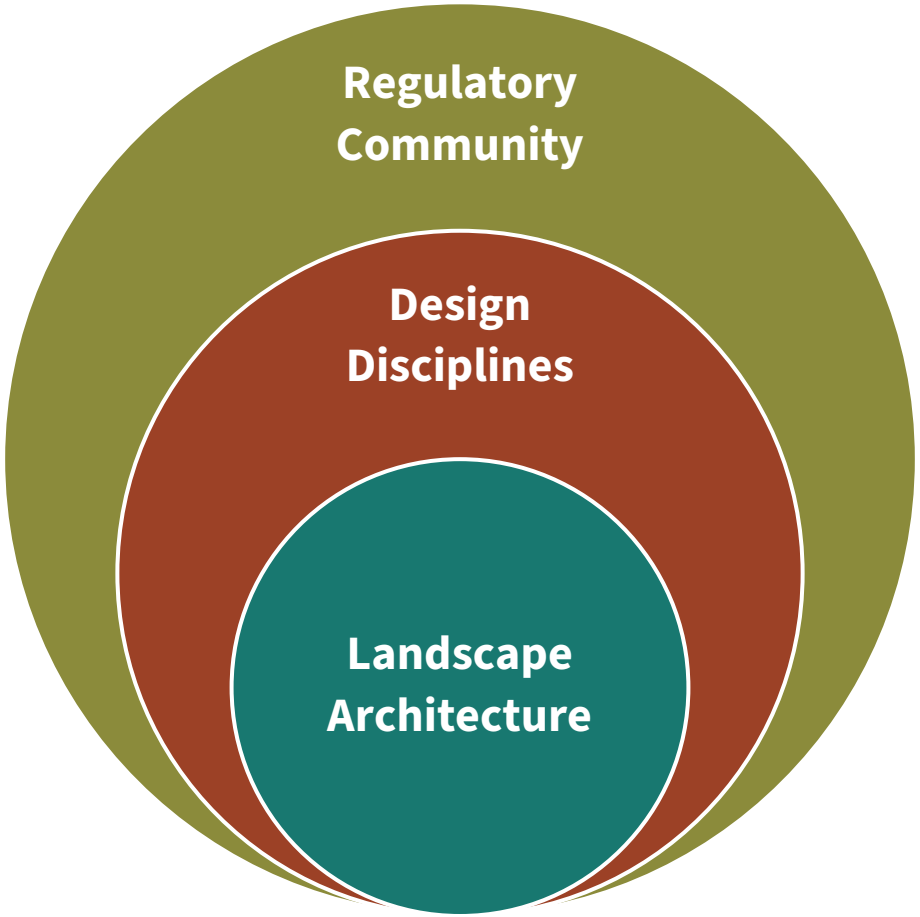
NCARB Approach to Relationships



Relationship Building Tactics That Work For Me

- Establish pre-need relationships
- Identify aligned priorities or opportunities to collaborate
- Leverage resources and skills
- Learn from others – observe them in action

CLARB Approach to Relationships



Regulatory Community	Design Disciplines	Landscape Architecture
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Town of Remington: Council service

My ***Why***:

- Give back to my community
- Influence positive change
- Set an example for my daughter

Remington Town Council candidates want progress but differ on the details

By Coy Ferrell/Fauquier Times Staff Writer Aug 31, 2022 Updated Aug 31, 2022 0

2022 candidates for Remington Town Council

(clockwise from top left) Luann Myatt, Stan Heaney Sr., Veronica Meadows, Morgan Butler Lewis, Susan Tiffany, Rick Moxley

Not pictured: Rick Heflin, Van Loving

Fauquier Times Staff Photos by Coy Ferrell

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Readers' Choice WINNERS

The results are in!

See who took home the ribbons in the 2025 Readers' Choice Awards.

Meet the Winners

Upcoming Events Calendar

This week's calendar of events

Upcoming Events

Leadership Commitment

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What is one action you will take in the next 30 days to strengthen your leadership network?

Thank You!

Maurice Brown

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Volunteer applications open now!

Through November 30

www.clarb.org/volunteer/

Please share your thoughts!

Responses are requested by November 30.

Critical Thinking in a BANI World

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December 11, 2025
3:00 p.m. EST

Learn more at
www.clarb.org/leadershipdevelopment