

Engaging individuals in authentic relationships is increasingly challenging in our high tech, fast moving lives. Randy understands the power of human connections and has been a tremendous coach and guide in helping us reignite our passion for growing new relationships. He has collaborated with our team in two ways: 1) coaching select individuals and 2) guiding us in effective ways to provide thought provoking topics to executives throughout the community; touching individuals that we have never had the pleasure of meeting or interacting with.

If you are looking for a thoughtful, passionate and collaborative leader to assist your team in connecting with people in authentic and powerful ways, there is no one better than Randy Hain.

**Paulette Corbin - Executive in Residence at North Highland**

I have had the pleasure of working with Randy Hain and Serviam Access in growing both my personal and business relationships. Randy has a vast network AND has deep and trusting relationships. A combination that is extremely rare. The bottom line is that Randy gets results in a way that has high integrity and provides mutual benefit for all parties involved.

**Larry Mohl - Founder and CEO at Jubi, Inc.**

Nobody does business relationship like Randy Hain. And nobody can help you build more and better relationships either. Serviam Access is a brilliant concept that perfectly leverages Randy Hain's unique strengths as a trusted advisor and strategic arranger and connector of people and possibilities. Working with Randy is easy and invaluable. He's a guide who knows the territory and will always go the extra mile for you without you having to ask. Count on him and Serviam Access for expertise, integrity, and great value.

**Andy Fleming - CEO & Founding Principal at Way to Grow INC**

My firm has directly benefitted from our relationship with Randy Hain and Serviam Access. The authentic, natural way he connects people makes it easy for even those who aren't generally comfortable with making cold connections on a business level. I put a great deal of trust into our partnership because over the past seven years, I have been the recipient of excellent results from Randy's consultation.

**Lisa Bigazzi Tilt - Brand Content Strategist, President of Full Tilt Consulting**

“To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment.”

— Ralph Waldo Emerson



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**Randy Hain** Founder and President

As the founder and president of Serviam Partners, he has built a vibrant national network on authenticity and is well-known for consulting with companies on how to build viable authentic business relationships both internally and with their clients. This work leads directly to improved communication, better employee retention and increased revenue. Randy Hain is also a sought-after executive coach and advisor for senior business leaders around the country. As a former Partner and longtime shareholder of Bell Oaks Executive Search, Randy has a respected track record of leading successful national searches and building teams in a broad diversity of industries and functional specializations. His previous experience included roles as Vice President of Recruiting, Training and Diversity for Waffle House and senior operations roles with National Tire & Battery (NTB). He is considered a thought leader on human capital, authentic business relationships, career development, leadership and is a sought-after speaker and panelist.

He has developed a stellar reputation in the Atlanta and national business community for integrity, thought leadership, executive coaching, leadership development, business relationship building, successful execution and innovative talent strategy.

Randy is a prolific writer and the award-winning author of seven books, including *Something More: The Professional's Pursuit of a Meaningful Life* and *LANDED! Proven Job Search Strategies for Today's Professional*. His newest is *Special Children, Blessed Fathers: Encouragement for Fathers of Children with Special Needs*. All of Randy's books are available on Amazon.

Randy is a board member of Growing Leaders, an international non-profit focused on developing leadership and character in young people and was a co-founder of the Advisory Board for the Catholic Charities Atlanta Leadership Class. He is active in autism-related causes and is also on the board of Legatus – Atlanta Chapter. He is a co-founder of the Annual Atlanta Catholic Business Conference and the *Integrated Catholic Life eMagazine*. Randy is Adjunct Faculty for the Robinson College of Business at Georgia State University and a 1989 graduate of the University of Georgia.

He has been happily married for over 20 years and has two teenage sons.



**SERVIAM ACCESS**

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presents

**ESSENTIAL COMPONENTS OF**

# AUTHENTIC BUSINESS RELATIONSHIPS

As we continue to live in a relationship economy, it is critical that we challenge the fear that somehow being authentic is a bad thing. It may be uncomfortable and create some opposition in the short term from individuals not used to it. However, practicing candor, transparency, engaging in honest and open dialogue, and always placing our principles and ethics before advancing our career will bring us greater success in every aspect of our lives.

[WWW.SERVIAMPARTNERS.COM](http://WWW.SERVIAMPARTNERS.COM)



# AUTHENTIC BUSINESS RELATIONSHIPS

## PAY IT FORWARD

“What can I do to help you?” is absolutely one of the best ways to get business relationships off to a great start. Invest in the other person first, with no expectation of return. Do not keep score. Simply make the investment and over time you will benefit from the seeds of generosity you have planted.

## BE CANDID

Candor in business is becoming a lost art. Too often we dance around difficult subjects or make politically correct statements in order to avoid conflict, hurting someone’s feelings or putting our careers at risk. This fear of candor is pervasive and unnecessary. Candor is NOT a bad thing. Sharing our honest thoughts in a direct, courteous and professional manner is a gift to the recipient! One suggestion is to ask the other person for permission to be candid. Once permission is given (and it always is), we have an opportunity to help the other person grow, develop and avoid making the same mistakes in the future. This approach works with bosses, peers, friends, strangers ... everyone.



## TRANSPARENCY INVITES TRANSPARENCY

Meeting someone for the first time? Not sure what to say? Do you desire a meaningful conversation about real issues and not surface and politically correct dialogue? Be transparent first. Get personal. If we desire someone to open up to us, we should be open about our lives first. In effect, this gives the other person “permission” to be open about non-work related topics if we begin.

## EARN TRUST

One of the best ways to begin earning trust with someone is to be humble. We have observed through personal experience over the years that the hidden walls which normally exist during an encounter with a new person begin to go away after mentioning that we “don’t have all the answers” or that “we made a mistake.” Another key component is to do what we say we will do with new clients or business contacts. Follow up, follow through and be humble – these are essential actions critical to earning trust in a business relationship.

## SELF-AWARENESS

How often do we reflect on how we come across to others? Do we see ourselves the way friends, colleagues and clients may see us? Do we appear authentic or fake? As givers or takers? Are we brave enough to make the necessary changes if we do identify problems? Serviam Access has identified a pervasive lack of self-awareness as one of the key derailers for professionals seeking better business relationships.



## INSATIABLE CURIOSITY

Be insatiably curious about others. Learn and remember personal things about others like spouse and kid names, hobbies, interests and birthdays. Open-ended questions like “What did you do this weekend?” or “What are you doing for vacation this summer?” can be a great way to begin. Remember that people find you more interesting when you ask them questions! Stuck on knowing the perfect thing to say? Ask questions.

## LISTENING

Good listening skills are essential to authentic business relationships. Show a genuine interest in others, ask good questions and patiently listen. Take notes of important information being shared for use in future conversations. We are often so focused on our own agendas that we forget to listen and learn from the other person.



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## AFFINITY-BASED CONNECTING

Serviam Access understands that many professionals are to some degree, introverts. The idea of going to a networking event to meet 100 professionals can be emotionally draining or even frightening. We have long advocated for a different approach: affinity-based connecting. Identify what you have in common with a new or potential business contact (i.e. schools, worked for same company, hobbies, etc.) through LinkedIn or Google research and utilize this shared affinity to build a more meaningful business relationship over coffee or lunch versus the often fruitless exercise of collecting dozens of business cards you will never call.