



The Payroll Profession's Guide to Building Effective Relationships

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Relationships
as a Concept

Building &
Fostering
Relationships

Defining Your
Brand

Embracing
Empathy

Generational
Awareness

Key
Takeaways

Agenda

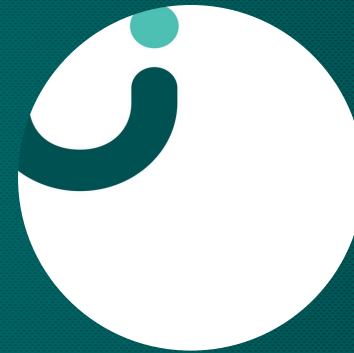
Speaker Introduction



Gareth Meredith

He/Him/His

Senior Strategic
Executive Relationship
Manager



Relationships as a Concept

Relationships as a Concept



Understanding
the Importance of
Relationships

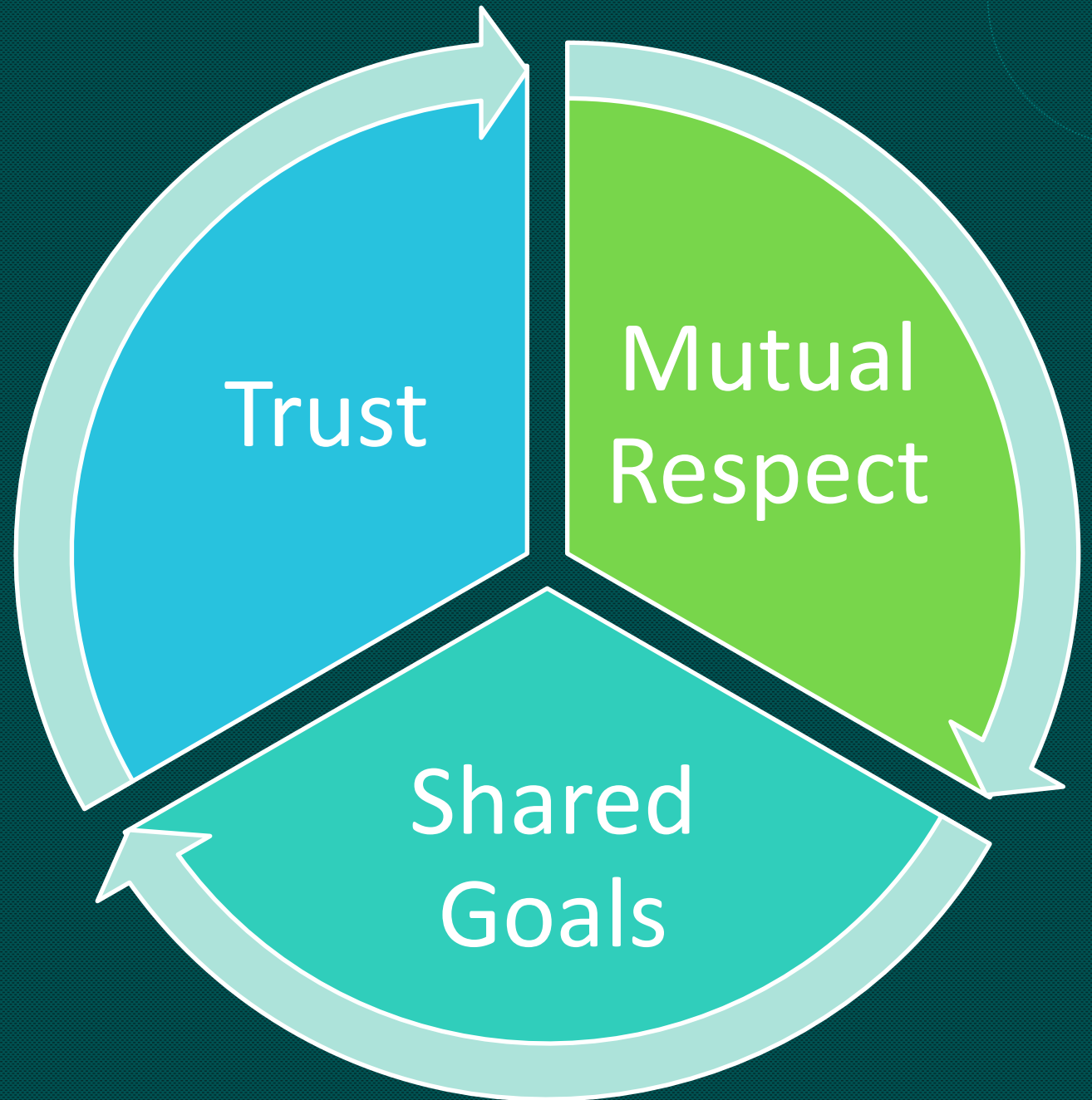


The Role of
Relationships in
Building Trust and
Long-term
Partnerships



How Strong
Relationships
Contribute to
Business Success
and Growth

Understanding Relationships





Building Trust

Requires enhanced collaboration and open communication which leads to long-term growth and success

Building Trust



Flexibility and Adaptability



Navigating Challenges

Building & Fostering Relationships

Building & Fostering Relationships



Strategies for
Initiating and
Developing
Meaningful
Connections



Tailoring
Communication
Approaches Based
on Cultural
differences

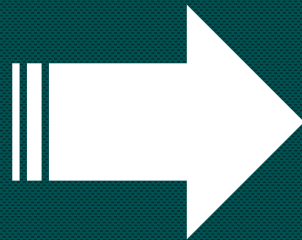


Leveraging
Technology for
Efficient
Relationship
Building in a
Global Context

Initiating Meaningful Connections

Understand Needs

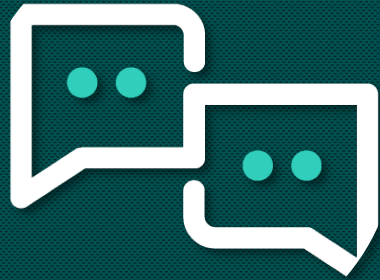
- Take the time to listen and understand goals, challenges and preferences
- Tailor your approach to meet specific needs and expectations



Demonstrate Value

- Highlight your unique value and how you can address pain points and add value
- Provide insights and expertise

Developing Trust & Rapport



**Regular
Communication**



**Build Personal
Connections**

Strengthen Collaboration

Encourage Feedback

- Create an open and inclusive environment

Collaborative Problem Solving

- Approach challenges as a team
- Demonstrate flexibility and readiness to adapt
- Celebrate the wins



Building Your Personal Brand

Defining Your Brand



Establishing Your
Personal Brand



Building Trust &
Credibility



Creating
Meaningful
Relationships

Establishing Your Personal Brand

Strengths

Expertise

Values

Create Meaningful Connections

Listen and Understand

- Actively listen to understand needs, goals and concerns

Add value beyond transactions





Embracing Empathy

Embracing Empathy



Understanding
the Power of
Empathy



Practicing
Empathy in
Interactions



Demonstrating
Empathy in
Problem-Solving



Creating a
Culture of
Empathy

Empathy vs Sympathy



Understanding the Power of Empathy

Empathy is the ability to understand and share the feelings, perspectives, and experiences of others



Practice Empathy in Interactions



Active Listening



**Put Yourself in
Their Shoes**



Demonstrate Empathy in Problem Solving

Acknowledging and validating feelings

Offering support and assistance

Creating a Culture of Empathy

Leading by Example

- Demonstrating empathy in your own interactions with clients and colleagues.

Providing Training and Resources

- Help employees develop their empathy skills and enhance their emotional intelligence



Generational Awareness

Generational Awareness



Understanding
Millennial and
Generation Z
expectations

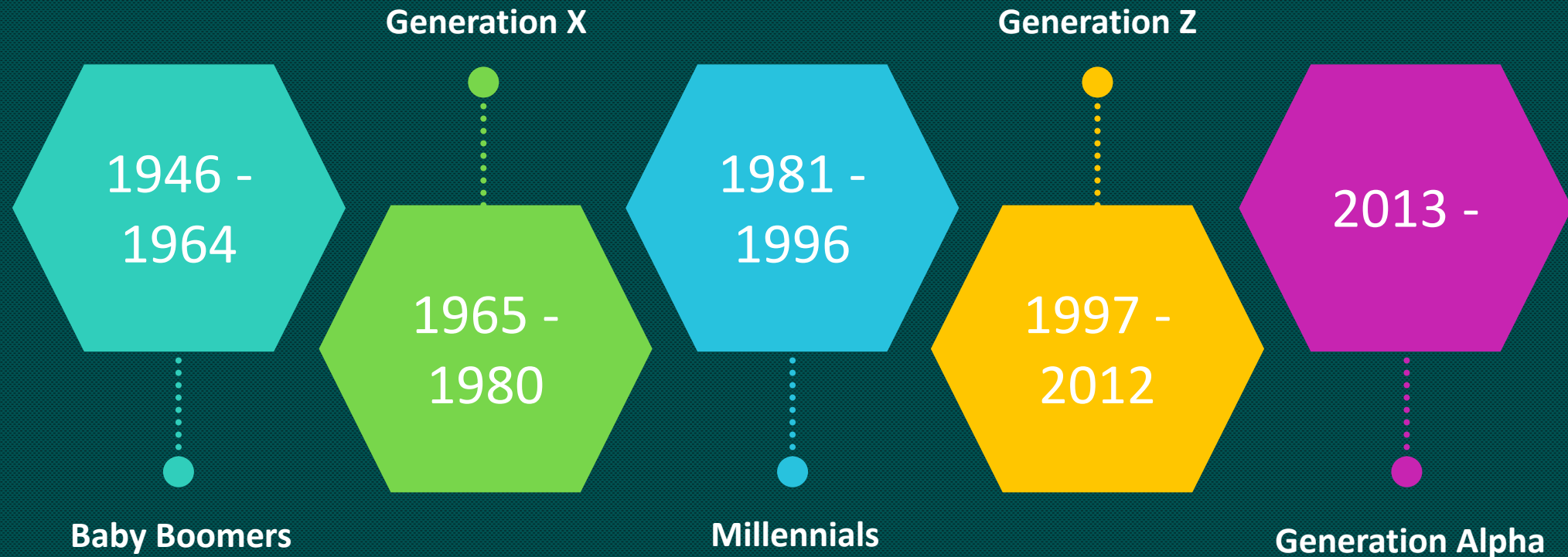


Adapting
Communication
Styles and Service
Delivery for Different
Generations



Anticipating and
Addressing the
Unique Needs of
Generation Alpha

Poll: Which generation do you fall into?



Understanding Generational Differences

Generation X

Values: Independence, work-life balance and entrepreneurship

1946 -
1964

Baby Boomers

Values: Hard work, loyalty and stability

1965 -
1980

1981 -
1996

Millennials

Values: Transparency, collaboration and social responsibility

Generation Z

Values: Diversity, authenticity and technological proficiency

1997 -
2012

2013 -

Generation Alpha

Emerging Generation

Tools for Success

Utilizing Technology for Efficiency



Implement CRM to centralize data and interactions

Personalize communications

Use project management tools for collaboration

Ensure transparency and accountability

Harnessing Data Analytics



Business Intelligence Tools

Leverage BI tools to analyse data, gain insights into behavior and identify trends and patterns.



Predictive Analytics

Implement predictive analytics models to forecast client needs, anticipate challenges and proactively address issues

Enhancing Communication & Collaboration

Unified Communication Platforms

Create seamless
communication



Virtual Collaboration Tools

Regardless of
geographical barriers

Continuous Learning & Development



Training and Development Platforms

- Encourage on-demand training modules, workshops and certification programs

Knowledge Management Systems

- Foster a culture of knowledge sharing and collaboration

Key Takeaways

Key Takeaways

Relationships
are
fundamental

Find Strategy
in Your
Approach

Maintain
Your Brand

Empathy

Tailor Your
Approach

Utilize the
Right Tools



Excellent relationship management is rooted in understanding, empathy and a commitment to continuous improvement and innovation

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Q&A

Thank you!

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