

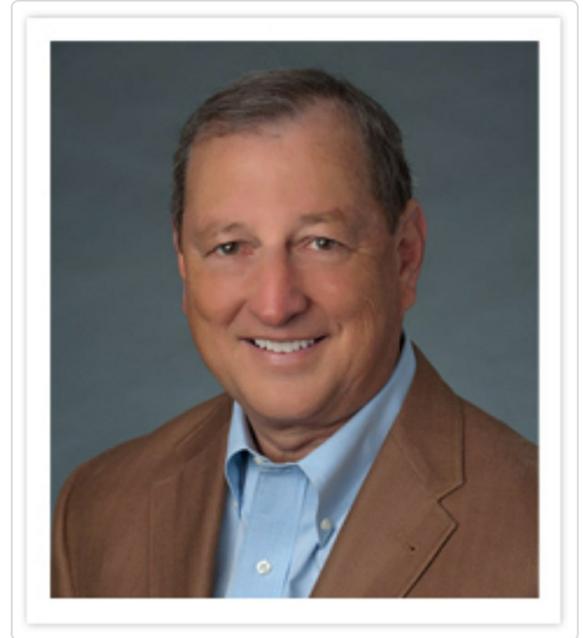
Robert E. Hall

Relational Leadership: An Intentional Approach for Making Relationships a Strategic Priority

Please contact a GDA agent for information.

Topics

- Business Growth / Strategy / Trends
- CEO
- Corporate Culture & Governance
- Employee Engagement
- Entrepreneur
- Human Resources / Workforce Issues
- Leadership
- Teamwork / Teambuilding



About Robert E. Hall

Robert's Speaking: Relational Leadership for Today's Fractured World

Robert believes relationships are our most valuable and value-creating asset – for individuals and organizations. He also believes that our relational unraveling – polarization, distrust, disengagement among customers, employees, shareholders – represents one of the biggest costs and greatest risks that organizations, their leaders and stakeholders face. His conclusion is based on six years of research quantifying the hard-cost of relational decline for his latest book – *This Land of Strangers*, more than 20 years of practical experience as a CEO and two decades of hands-on mentoring in the gritty world of inner-city homeless families. He pioneered what he calls Relational Leadership, leadership designed specifically for addressing out relational crisis.

Robert's speaking style and content reflect his conviction about relationships. He weaves a tapestry of vivid stories, well-researched and often startling facts, pithy examples and strategic insights that produce a heretofore untold narrative of how our relational disruption represents one of our gravest risks and greatest opportunities. His talks also teach how Relational Leadership can heal this relational disruption.

An acclaimed keynote speaker on relationships, Robert has shared the platform at national and international conferences with CEOs at Microsoft, Hewlett Packard, The Royal Bank of Canada and Wells Fargo. His not-profit keynotes include the HR Executive Leadership Summit in Washington D.C., Public Education Foundation Leadership Summit in Las Vegas, Values Aligned Leadership Conference in Denver, Institute for Excellence in Corporate Governance in Dallas, National Guard Officer Association of Louisiana in Baton Rouge, Conference of Southwest Foundations in Colorado Springs, Chamber of Commerce Executive Women's Roundtable in Dallas and the Relational Thinking Institute at Cambridge University, Cambridge, England.

Robert's Journey to Pioneering Relational Leadership

For the past decade Robert has mentored inner-city homeless families. He helped pioneer a community-based, relationship-centric model for preventing homelessness, implemented in 25 communities. He has witnessed firsthand the power of relationships in addressing poverty and homelessness.

Previously, Robert co-founded and was CEO of ActionSystems for more than 20 years, an international relationship training, consulting, and software company with offices in the U.S., Canada, Latin America, U.K., South Africa, and Australia. Under Robert's leadership, the company implemented comprehensive customer and employee relationship management systems in more than 100 major organizations spanning 20,000 local markets, touching over 100 million customers on six continents. These systems applied cutting-edge information and technology that enabled workers and enhanced customer relationships. Robert sold ActionSystems to a public company in 2000 and continued as the chief executive of that unit until 2003.

Robert was named a finalist for **Ernst & Young's Entrepreneur of the Year** for the southwest region. Southern Methodist University's Cox School of Business named his company one of the fastest growing privately held companies in Dallas.

Robert's first book, *The Streetcorner Strategy for Winning Local Markets*, a business best-seller, helped inspire the CRM (customer relationship management) movement. He has authored more than 150 published articles and research studies on the topic of relationships and leadership. His work has appeared in **Forbes**, **The CEO Magazine**, **National Journal**, and the **Huffington Post** – where he is a regular contributor on leadership and relationships. His latest book, *This Land of Strangers* addresses society's breathtaking relationship decline and its impact on major social issues such as poverty, education, and global competitiveness. Richard Boyatzis, Harvard Ph.D. and co-author of the best seller

Primal Leadership calls *This Land of Strangers* “the most important book of the decade.”

Robert is a past Advisory Board member of *Sales & Marketing Management*, the University of Texas at Dallas Graduate Management School and Dallas Interfaith Housing Homelessness Prevention. He currently coaches CEOs of public and private companies on issues of strategic direction, leadership and relationships. He holds B.S. and M. A. degrees from Oklahoma State University where he was an instructor for two years. Robert and Linda, his wife of 40 years, live in Dallas. They have two daughters and two grandchildren.

Select Keynotes

- **Collaboration, Culture and Growth: The Imperative for Relational Leadership**

- ◊ Presented to 150 investment bankers and their leaders from across the U.S. on the imperative of building more productive relationships and collaborative teams in a workplace struggling with generational divide, political polarization and employee disengagement. (Forbes wrote about my concept of the “disengagement economy” [here](#).) The presentation introduced a model called Relational Leadership designed to deal with today’s disengagement with greater priority on the three Ps: Making Relationships a Strategic **Priority**, Leading with Greater **Purpose**, and Growing Energy & Accountability through Em-**Powerment**.

- **Growth, Change and the Imperative for Relational Leadership**

- ◊ Presented to 70 C-suite executives from holding company and four subsidiary companies on the anatomy of growth in today’s “disengagement economy.” The key message: growing and scaling of organizations begins with leadership “scalability” and with today’s distrust, disengagement and divide, leaders must find new ways of overcoming these relationship barriers. I then propose Relational Leadership as a way of thinking and acting to respond to this new world. This presentation is based on my HuffPost article last year: [“When Leadership Fails to Scale: 3 Keys for Leaders.”](#)

- **Relational Risk: Boards, Backlashes, Boycotts and the Stakeholder Revolt**

- ◊ Presented to approximately 150 board members, CEOs and C-suite executives from public, private and non-profit organizations on how stakeholder boycotts and revolts at organizations like Wells Fargo, Uber, United Airlines and L.L. Bean demand leaders work more effectively and proactively with stakeholders – customers, employees, investors, partners regulators. The presentation introduces a new brand of leadership -- Relational Leadership -- to deal with this stakeholder revolt and outlines the key strategic role of HR, Marketing, Investor Relations and Strategic Communications to make it work. This presentation is based on my HuffPost article entitled, [“Relational Risk: Boards, Backlash, Boycotts and the Stakeholder Revolt.”](#)

- **The Imperative for Relationship: Re-building Community - Block by Block**

- ◊ Presented to approximately 350 community leaders and volunteers on the importance of relationships in re-building communities decimated by poverty, drug abuse and racial tension. Their Community Renewal model has been recognized nationally by the White House Conference on Community Renewal and the Pew Partnership for Civic Change

Select Book Titles

- **2012:** *This Land of Strangers: The Relationship Crisis That Imperils Home, Work, Politics, and Faith*
- **1994:** *The Streetcorner Strategy for Winning Local Markets*

Select Articles

- [Leadership at a Crossroads: Addressing the Stakeholder Revolt](#)

Addressing this revolt (previously discussed in this space here) now calls for a specific form of stakeholder leadership – what I describe below as “stakesmanship.” Let’s look deeper. Business: Shareholder Value and the Stakeholder Revolt

- [Got Your Relationship Plan for 2018? 4 Key Strategies](#)

Relational Costs: Just as eliminating physical work does not eliminate the need for physical exercise, we are now learning that ready-access to information via smart phones and google does not eliminate the need for human contact and relationships.

- [Needed: A Reformation for Our Tribes](#)

1. Pride that animates balanced with humility that invites self-evaluation and change. 2. Accountability that brings discipline balanced with grace that forgives and liberates. 3. Power that brings energy and control balanced with empowerment that unleashes and frees others.

- [‘Enemy-based’ Leadership is Destroying Us](#)

It is time for leaders to get out of the relationship destruction business.

- [What Amazon Can Teach a Polarized World About Constructive Disagreement](#)

Getting relationships and decisions right with opposing groups is hard. Relational Leadership is about making diverse groups and interests gel.

- [Relational Risk: Boards, Backlash, Boycotts and the Stakeholder Revolt](#)

Huff Post May 5, 2017. The onslaught of backlash and boycotts -- from customers, employees, investors/donors, regulators, communities -- is pressuring corporate (and non-profit) boards to prioritize stakeholder relationships as key to protecting and enhancing their brand and shareholder value. This shift has profound implications for boards and C-suite executives while elevating the strategic role of key staff functions such as human resources, marketing, investor relations and strategic communication.

- [The New Religion: Destructive Escalation](#)

Huffington Post January 27, 2017 The trick is to look for the “gift” inherent in oppositional challenge – and often nowhere else – that switches the paradigm from fear and fatigue to hope and expectancy.

- [When Leadership Fails to Scale: 3 Keys for Leaders](#)

The Huffington Post, October 2016 Today's leadership challenge requires stronger, more engaged stakeholder relationships. It confronts leaders with a defining question: Are your relationships big enough to get the job done? Stronger relationships must come from a more intentional, ‘by-design’ form of leadership - I have termed Relational Leadership. The bottom line for moving forward is this: the scalability of tomorrow’s organizations hinges on the scalability of today’s leaders and their relationships.

- [‘Toxic mix’ in many corporations may be creating a nation of victims](#)

The Dallas Morning News, July 2016

- [Monopolies & Elitism: 5 Ways You Might Be the Elitist You Abhor](#)

The Huffington Post, July 2016

Select Testimonials

“Robert Hall's message is a clarion call for change. Relationships are the foundation of business and personal growth and it's time we all took notice of the value they bring to our lives. I guarantee your organization will benefit from Robert's information.”

– *Bob Brown, CEO, Opportunity Village, Las Vegas, NV*

Robert, your keynote hit a home run for us last week at our Annual Conference and we are so grateful. You had great information and set the stage for our other speakers. You were terrific.

– *Dennis McCuiston, Executive Director, Institute for Excellence in Corporate Governance*

“Robert, your session was rated the highest of all.”

– *Susan Sullivan-Sibert, Microsoft Inc, Microsoft Global Summit, Seville, Spain*