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THE 5-C PRINCIPLES OF SUCCESSFUL PARTNERSHIPS

There are 5 C's that we have found are the principle ingredients to experience success in partnership. If there is no consensus on these, then the relationship is not likely to survive when the first signs of obstacle and resistance are encountered.

1) Courage. We believe that we have consensus that every human being on this planet has fears. If, a person tells you otherwise (which we remind you is a protective capacity) then they are either lying or suffering from a mental ailment. The latter is no joke, there are individuals who suffer from certain mental illnesses that disinhibit one's sense of danger and self-control. Thereby rendering them impulsive and with the tendency to seek out dangerous self-risk and harm behavior.

Courage speaks to the ability to walk through despite fear, in order to get to the desired outcome. In business, it could mean taking a risk, in order to get ahead, even when there is a significant possibility of loss.

2) Compassion, which is a feeling of wanting to help someone who is sick, hungry, in trouble, etc. Without compassion, which is clearly a component needed in relationship building and strategic business building alike; endeavors without it are directionless and do not foster a work culture that promotes employee retention.

3) Creativity the use of imagination and original idea to produce something. This is essential to any enterprise, and as women we bring uniqueness in creativity that is not common place or commonly appreciated by men. Yet,



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women make up 80% of the consumer decision making in the world. Therefore, it would behoove businesses to start placing greater value on the creativity that a feminine perspective can bring to the drawing board when developing a service or product.

4) Collaboration the ability to work together. The collaborative culture of an organization stems from its' shared beliefs, values, and business practices. Author and business consultant, Evan Rosen says collaboration is about creating value.

5) Commitment the willingness to give your time and energy to something you believe in. Whether you're deeply invested in your career or starting a business, successful people commit to certain decisions that help shape them into, who they want to be professional.