



NKYAG

Value of Relationships

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“We do not receive wisdom, we must discover it for ourselves, after a journey through the wilderness which no one else can make for us, which no one can spare us, for our wisdom is the point of view from which we come at last to regard the world.”

- Marcel Proust

BACKGROUND

- **High School Class Rank - 140 out of 280**
- **Community College Grad, Part-time BS Computer Science, Part-time MBA - 12 Years to Complete Education!**
- **Software Engineer – Raytheon, GE Aerospace, Spinnaker Software -1982-1992**
- **Stabilite Cellular Mirrors – 1989 to 1993**
- **Cambridge Digital Media – 1993-1998**
- **TiER1 Performance – 2002 to Current**
- **Xcelerated Learning Dynamics – 2013 to 2018**
- **Jalika Capital, LLC - 2016 to Current**
- **Desmo Capital, LLC – 2022 to Current**
- **Certiably Unemployable by Anyone**
- **Technology – Software & Media, Software & Internet, Software & Education, Software & Artificial Intelligence**
- **Extroverted and Confident**

BACKGROUND



Board Member

EducateNKY

Jan 2023 - Present · 2 yrs 1 mo

Education



Board Member

Northern Kentucky Chamber of Commerce

Sep 2022 - Present · 2 yrs 5 mos



Board Member

Northern Kentucky Tri-ED

Jul 2020 - Present · 4 yrs 7 mos

Economic Empowerment



Board of Regents

Northern Kentucky University

Aug 2016 - Jun 2022 · 5 yrs 11 mos

Education



Board Member

NKU FOUNDATION INC

Oct 2020 - Present · 4 yrs 4 mos

Education



Board Member

Gateway Community & Technical College Foundation Board

Jun 2012 - May 2020 · 8 yrs

Education



Board Member

Kentucky Small Business Advocacy Commission

Aug 2013 - Aug 2017 · 4 yrs 1 mo

Economic Empowerment



Chairman

City of Covington, Kentucky - Bicentennial Committee

Jan 2012 - Jan 2014 · 2 yrs



211 Advisory Board

United Way of Greater Cincinnati

Jan 2011 - Jan 2015 · 4 yrs 1 mo

Social Services



Advisory Board

UpTech - Accelerate Big Ideas

Jan 2012 - Jun 2014 · 2 yrs 6 mos

Economic Empowerment

MY RELATIONSHIP JOURNEY

- Lived in Rhode Island, Connecticut, Massachusetts, Kentucky
- Local Connections for each move = 0 – *learned how to make relationships, but getting accepted was difficult*
- Moved to Kentucky in 1994, company was located in Cambridge
- Sold company to Cincy company in 1998 - *began to focus on relationships*
- Created TiER1 in 2002, raised capital, acquired 13 companies, 350+ employees, 500+ customers, servicing 10 cities – *honed relationship skills*
- Began Board Involvement in 2011 – *expanded relationships*

*Moving and Starting Companies **Forced** Me to Develop Relationships*

In the Early Days, TiER1:

- Had No History
- Had No Customers
- Had No Products
- Had No Processes
- Had No \$\$\$

TiER1 Core Values

- High Performance
- Relationships
- Initiative
- Accountability
- Value
- Fun

...But We Had Meaningful Relationships to Build the Business

Never engage in a business discussion until you have connected with someone, somehow, someplace

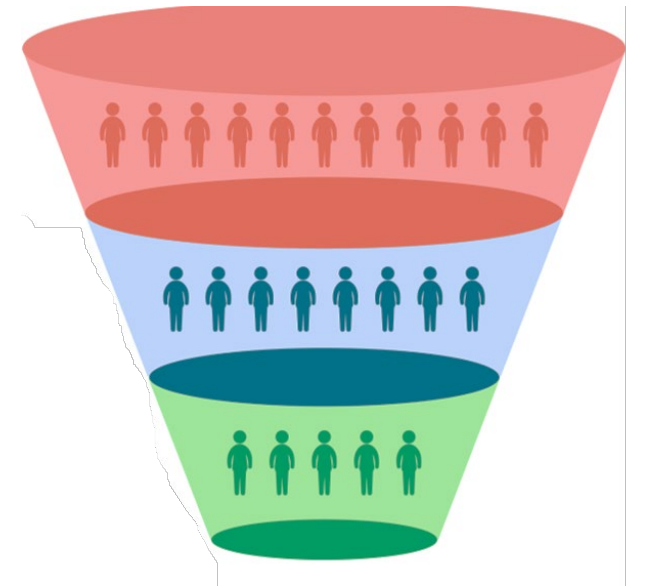
Hierarchy of Engaging People:

- 1) Geography - Where do/did you live?
- 2) Education - Where did you go to school/What did you study?
- 3) Sports - So how's your _____ team doing these days?
- 4) Recent/Future Vacations - Take any time off recently?
- 5) Current Local/National Events - What did you think about _____? Did you read/hear about _____?
- 6) Well-being - How's your day going?
- 7) Purpose - What brings you to this event/function?
- 8) Relationship - How do you know _____?

- Use AI (ChatGPT, Perplexity), Google and LinkedIn to identify the companies/people we want to connect with
- Visit companies' websites - Research the mission, vision, culture, vibe, management teams, hiring managers, etc.
- Cross research management teams, hiring managers on social media - LinkedIn, Facebook, Instagram, X, to learn their interests
- Outreach with multi-channel marketing – gifts, email, signed letters, etc.
- Then apply **Hierarchy** when we meet them
- Donate (invest) in areas they deem valuable

BUILDING MEANINGFUL CONNECTIONS - FORMULA

- **Investment + Creativity + Authenticity = Meaningful Relationships**
- **Meaningful Relationships + Additional Investment = Trust**
- **Trust + Additional Investment = Value**
- **Value + Additional Investment = Dividends**
- **Dividends = Time, \$\$ and Happiness**

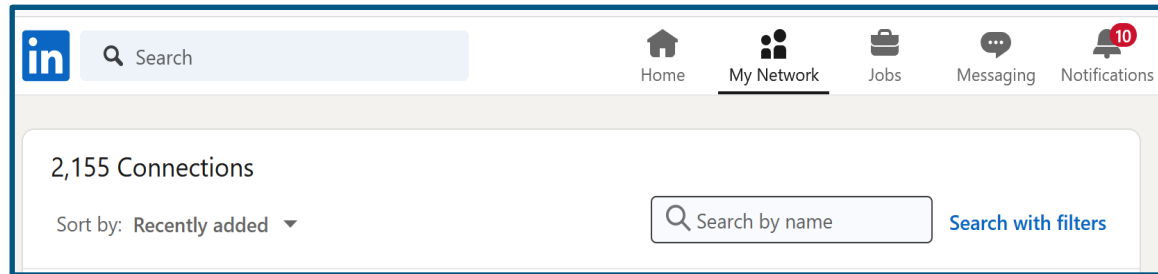


THE TAKEAWAY:

People Do Business With People They Like

- Being connected, being liked and being respected creates value for you, your family, your organization, your community.
- People value what you can do, also who/where/how to get things done.
- With the right relationships, the time and energy to find something occurs quickly. Strangers have no trust, they have no reason to help you, no reason to support your point of view.

Relationships – By the Numbers



Others: 500+

THE TAKEAWAY:

**Creating
Connections is
an Investment of
Time, Creativity,
and Authenticity**

THE TAKEAWAY:

Earn the Right to Ask for Favors

- *Don Vito Corleone: "Someday, and that day may never come, I will call upon you to do a service for me. But until that day, accept this justice as a gift on my daughter's wedding day."*
- *Relationships are like savings accounts. The more you deposit, the more you can withdraw when you need it!*

Quickly get things done or learn things when you know who to contact or who will contact you when they know you would benefit from some information, e.g job openings and other connections!

THE TAKEAWAY:

**Relationships
are the
conveyer belt
of life!**

BUILDING MEANINGFUL RELATIONSHIPS - TIPS

- **Follow Hierarchy or Create Your Own**
- **Focus on The Person, Not The Task**
- **Volunteer As Often As You Can**
- **Connect People With Other People**
- **Go Into Someone Else's Environment**
- **Invite People To Anything**
- **Share an Experience (Preferably With Food/Alcohol)**
- **Don't Waste Time with People You Don't Gain Energy From**



Partnership Mindset:

Relationships at the Next Level

Aligning Relationships to Reduce Stress and Increased Productivity

- **Personal Life - Significant Other, Children, Parents**
- **Community – Connections, Chamber, Economic Development, University – partner with people who are connected!**
- **Customers – Willing to invest in YOU**
- **Internal Team**
 - **Business Partner/Co-Founders**
 - **Key Employees**
 - **Capital Partners – Friends, Family, Angels, Banks, VC**
 - **Accounting, Legal, HR**
 - **Board of Directors**

Lessons Learned in Business

TOP TAKE AWAYS

- 1. Network, Network, Network – Relationships are key**
- 2. Pick your Relationships (and Partners) wisely**
- 3. Give more than you take to earn the right to ask for favors**
- 4. Face to face is always better**
- 5. Never put a bad meal out the door – customer experience – build trust**
- 6. People are dealing with more issues than you could ever imagine**
- 7. Surround yourself with talent**
- 8. Make swift decisions**
- 9. If you don't ask, you don't get**
- 10. Highs are high, lows are low – both are temporary – avoid them**



Questions?

Thank you!

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