

## The Public House

### The Case for RQ

She never thought managing team relationships would be so difficult. After all, she runs a pub in London's West End. The public house is the soul of Britain—the epicenter of culture and community, a celebration of togetherness. But internally, her team struggles with all those things. Her establishment has a rich history. Her grandparents opened these doors to provide food, drink, and shelter during the bombs of World War 2. And like the generations before her, she's invested in bringing her customers together. So why is it so hard to do the same with her team?

She stays focused on their numbers and builds rapport with patrons. Her team behind the scenes works tirelessly with distributors, runs promotions, and keeps the community engaged. But in the aftermath of the daily hustle, she's unintentionally neglected the relationships behind the counter. Now morale is in question. Numbers are at risk. In truth, the very team known for bringing people together has become disconnected.

You see, her team hasn't always been disengaged. She knows they're not lazy or defiant. They're good people. They've endured lockdowns, furloughs, and everything in between. The problem is (like most creative, ambitious leaders) she's busy running her business. And despite her best efforts, she's often too swamped to stop and listen, so her team's brilliant ideas fall on deaf ears. And as the disconnection grows, misunderstandings lead to missed opportunities. And conflict begins to fracture trust.

It's not entirely her fault. She realizes that despite her robust customer relationship management, she doesn't have a system for managing relationships *inside* her organization. She cares about her team's well-being. She values inclusivity. And she invests in their development. But most of their training is about work performance, not about building the team trust and commitment it takes to get there.

She's not a bad leader, but without a change, the future of her pub is at stake. That's because relationships predict results. And even though people are complex and different, with the right tools, building great relationships doesn't have to be. We're Core Strengths, and we've spent the last 50 years refining the science of team relationships. We call it, Relationship Intelligence.