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TYREX

GROUP, LTD.

Fundamental Entrepreneurship

A Company Of Relationships

STREETSMART MBA®

Module A-1, Seq. #34 ✦ tyrexlearningfoundation.com

Fundamental Entrepreneurship

A Company of Relationships

A-1, Seq. #34

John Bosch, Jr.
Author, Serial Entrepreneur,
and Professional Entrepreneur[®]
Coach & Mentor

A Company of Relationships

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A Company of Relationships
A-1, Seq. #34
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WHO YOU DO BUSINESS WITH IS IMPORTANT. *The selection and development of relationships with customers, vendors, employees, and community partners significantly affects your company's resources of time, money, intellectual talent, and level of success. Additionally, relationships gone wrong can seriously alter the company's reputation in the business community.*

John Bosch, Jr.
TyRex Technology Family
Principle and Partner

A Coach's Story

“My Introduction to Business Relationships”

My first introduction to a “true” business relationship was in early 1995. I was introduced to the art and poetry of business relationships by my partner, Andrew Cooper. I was fascinated to observe that proactively seeking solutions to our customers' problems without consideration for any immediate remuneration could not only be successful but over the long run, become financially rewarding as well. This was pure amazement for me and at the time; it was as foreign as an Eastern European language.



Understanding the simplicity of its genius was its poetry in motion: unconditionally commit to your customers' success; bring an owner's commitment to the relationship; and seek an invitation to proactively search for solutions to customer issues. **This approach exemplifies a one-sided value without any reciprocating consideration.** Having a commitment to improving your customer's business with a sincere heart and a keen interest to engineer the problems out of a company's products or processes was pure genius.

This leading-with-a-caring-heart business relationship idea was foreign, frightening, and fascinating to me ... all at the same time. My early business education and training was more along the lines of bleed the customer dry and show no pricing mercy (i.e., getting all you can from the business relationship as quick as you can). Prior to my partnering with Andrew, I had the opportunity to see a form of this “Theory Y” business management approach through my association with Jim Hoover and W.D. (Bill) McCormick at IDM Partners.

Their relationship approach to business was more of a one-to-one personal business relationship. Andrew's business relationships were more of a way of doing business or philosophy, a company culture about how to do business. Also associated with its customer relationship roots was a personal and individual commitment to all company employees involved in the relationship.

The genius of Andrew's business relationship concept is based upon:

- (1) Committing to your customers' success and believing these commitments would ultimately transform into success for your company.
- (2) A belief that Trust and Respect in each business relationship can build better, stronger relationships.
- (3) A caring heart and a show of sincere faith are the beginnings of a successful relationship.
- (4) Reducing your customers' costs through the elimination of inefficiencies or through improved production techniques makes them more competitive in their respective marketplaces. Additionally, cost reductions passed through to the customer usually increases their volume and your company's business volume as well.
- (5) A trusting business relationship between a customer and their supplier usually solves business problems faster and, ultimately, at a lower cost.
- (6) A trusting business relationship resolves business misunderstandings in a non-combative environment, thereby allowing for solutions before they become explosive issues to either party.

Andrew's early TyRex relationship philosophy states that a company's longevity can be sourced to the quantity and quality of its multiple, sustainable relationships (i.e., customers, vendors, employees), and their surrounding communities. It can also be sourced to the number of customers, vendors, employees, and surrounding communities who think enough of the company's culture, business philosophy, and business purpose to commit to its success and longevity. I now know these relationship commitments lead to a company's longevity and ultimate success, one that will be sourced from proactive, openhearted TyRex family members seeking relationship involvement with our customers, vendors, and surrounding communities. Thanks, Andrew, for this brilliant insight into the importance and value of multiple, sustainable relationships.

Who you do business with is important.

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How you do business also matters.

TyRex Truths

TyRex Truths are not thought to be self-evident, but rather insightful pieces of knowledge that hold truths about professional entrepreneurial business management. In essence, they are the “teaching points” of each specific TyRex Entrepreneurial Institute’s Professional Entrepreneurial module.

The following are the TyRex Truths or TEi Entrepreneurial teaching points for A-1, A Company of Relationships.

- Trust and Respect form the foundation of sustainable business relationships.
- Valued business, employee, and community relations transform into relationships with mutual respect and appreciation.
- All TyRex relationships start with a firm, trusting handshake.
- Positive Relationships are sources of energy.

Why take this TEi Module?

1. The need to develop a deep understanding and value of relationships
2. Learn how relationships relate and connect between customers, vendors, and employees inside their communities and environment.
3. The value of the 3 P’s in relationship, i.e. Philosophies, Principles, and Practices of entrepreneurial relationships.

Chapter 1: Module Overview

If your company's primary objective is to provide superior service to your customers, you must first become a relationship company.

You become a bona fide relationship company with your customers by first understanding the importance and value of relationships and second by preparing the foundation of your customer relationships by developing multiple and sustainable relationships with your employees, vendors, and your surrounding communities.

John Bosch, Jr.
TyRex Technology Family
Principle and Partner

The value of this TEi course is that it covers all three of TEi's entrepreneurial teachings:

- (1) The **philosophies** of entrepreneurial relationships;
- (2) The **principles** of entrepreneurial relationships; and
- (3) The **practices** of entrepreneurial relationships.

Although the philosophies, principles, and practices of relationships are just as important in corporate entities, suffice to say relationships have a greater meaning to start-ups as well as first-and second-generation entrepreneurial companies. **Most entrepreneurial companies in their initial stages sell themselves via relationships.**

The **philosophies** of entrepreneurial relationships attempt to understand the nature and fundamental concept of entrepreneurial relationships, locate their source or roots of origin, and establish the importance of these relationships for the aspiring Professional Entrepreneur.

On the other hand, the **principles** of entrepreneurial relationships attempt to describe, define, and determine the importance and value of multiple, sustainable relationships at the company's core operating level — the three D's of principles of entrepreneurial relationships.

The **practices** of entrepreneurial relationships describe the characteristics and practical applications of on-going relationships. Relationships are necessary for a successful entrepreneurial entity to survive and succeed.



**All TyRex Relationships
start with a firm, trusting
handshake.**

Chapter 2: The Definition of a TyRex Relationship

All TyRex relationships start with a firm, trusting handshake followed by a show of respect from the TyRex partner. These relationships reach TyRex status and become binding with an individual and personal commitment from the TyRex partner. They become **SPECIAL** with the seal of a TyRex partner's owner's commitment. They mature to a senior TyRex relationship when they become mutual, reciprocating, two-way communication and commitment between the relationship parties.

Relationships in entrepreneurial businesses can be very complex and multi-dimensional. Since most start-up, first- and second-generation entrepreneurs sustain their entity's need for sales by selling from the heart and making individual and personal commitments to their customers, the value of relationships is self-evident.

Relationships in an entrepreneurial entity have the ability to transform over time and grow from a single fiber connecting two receptors of trust between entities to a fabric of relationships wrapping both entities together while providing a source of warmth, trust, mutual understanding, and protection.

There is a distinct difference on the part of the Professional Entrepreneur regarding their approach to relationships from the start of a relationship to its senior maturity level.

Relationships have varying levels of value as well as varying levels of meaning. For example, a single, one-time transaction is typically a low-level form of relationship while a strategic partnership with mutual business interests is at the highest spectrum of relationships.

Oftentimes, entrepreneurial relationships become complex in their structure when involving multiple customers, vendors, and others. Always, the Professional Entrepreneur provides the backbone support for these complex relationships.

Entrepreneurial relationships are made special by the Professional Entrepreneur providing an owner's commitment to the relationship. An entrepreneurial owner's commitment to a relationship is essentially adding the collateral of the company's value to the word or commitment of the entrepreneurial business manager. In essence, it signifies the ultimate commitment that an owner can bring to the relationship.

Mature TyRex relationships develop over time and become a two-way mutual, reciprocating commitment with a binding relationship between consenting parties. These relationships provide the most power and energy for forward-directed entities that believe in relationships that can complement mutual opportunities and mutual interests.

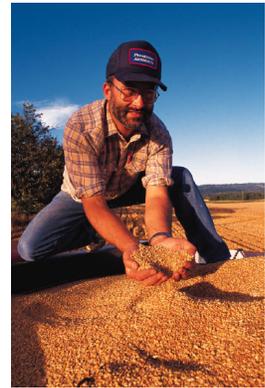
**A TyRex relationship simply means that
we will succeed together.**

Chapter 3: The Origin of TyRex’s Commitment to Relationships

Business, Red McCombs believes, is the core of society. “Whether you practice business or any other profession, or you’re involved in a church or a non-profit, if it’s going to reach its ultimate level, there has to be a core business involved in the entity, helping it to grow and stretch its vision,” he says. From planning, to fundraising, to financing and operating, there is a business at the heart of every organization.

*The McCombs School of Business Magazine
Fall 2000*

Red McCombs strongly believes in relationships. It is further evident that a company’s longevity equals the value placed upon mutual and sustainable relationships. It becomes a business equation with interchangeable parts. Companies committed to long-lasting relationships place great value in the soil preparation, fertilization, and constant watering of their developing relationships, i.e. the care and attention necessary for the relationship to germinate, grow, and then blossom.



A Company’s Longevity, i.e. “Built to Last,” Necessitates A Commitment to its Foundation Strength — Strong Multiple and Sustainable Relationships

Throughout the book “Built to Last,” there is a constant theme connecting the longevity of a company with multiple, sustainable relationships. What sourced these multiple, sustainable relationships was the management’s commitment to provide long-term superior service, the speed and flexibility to develop and rapidly convert to new customer service requirements over time, and the creativity to transform the company into the proper support structure of the transforming service entity. Many company names – such as IBM, International Business Machines — do not reflect on the companies’ current multi-level service capability as they have evolved to provide new services for their long-term customers.

Andrew Cooper's Business Relationship Philosophy

The Art and Poetry of relationship in business is apparent in Andrew's approach to business. It is a unique style accountable for providing Andrew his magic in developing and sustaining business relationships.

Andrew Cooper's business relationship philosophy is simple in concept yet elegant in content and even more remarkable in its long-term success.

Business relationships begin with an unconditional commitment to a customer's success, supported by an individual and personal owner's commitment connecting to the customer by a relationship that seeks a pro-active opportunity to source solutions in their production, procurement, manufacturing, or any creative part of their business operations with innovative solutions.

Andrew Cooper
President and Partner
TyRex Group, Ltd.

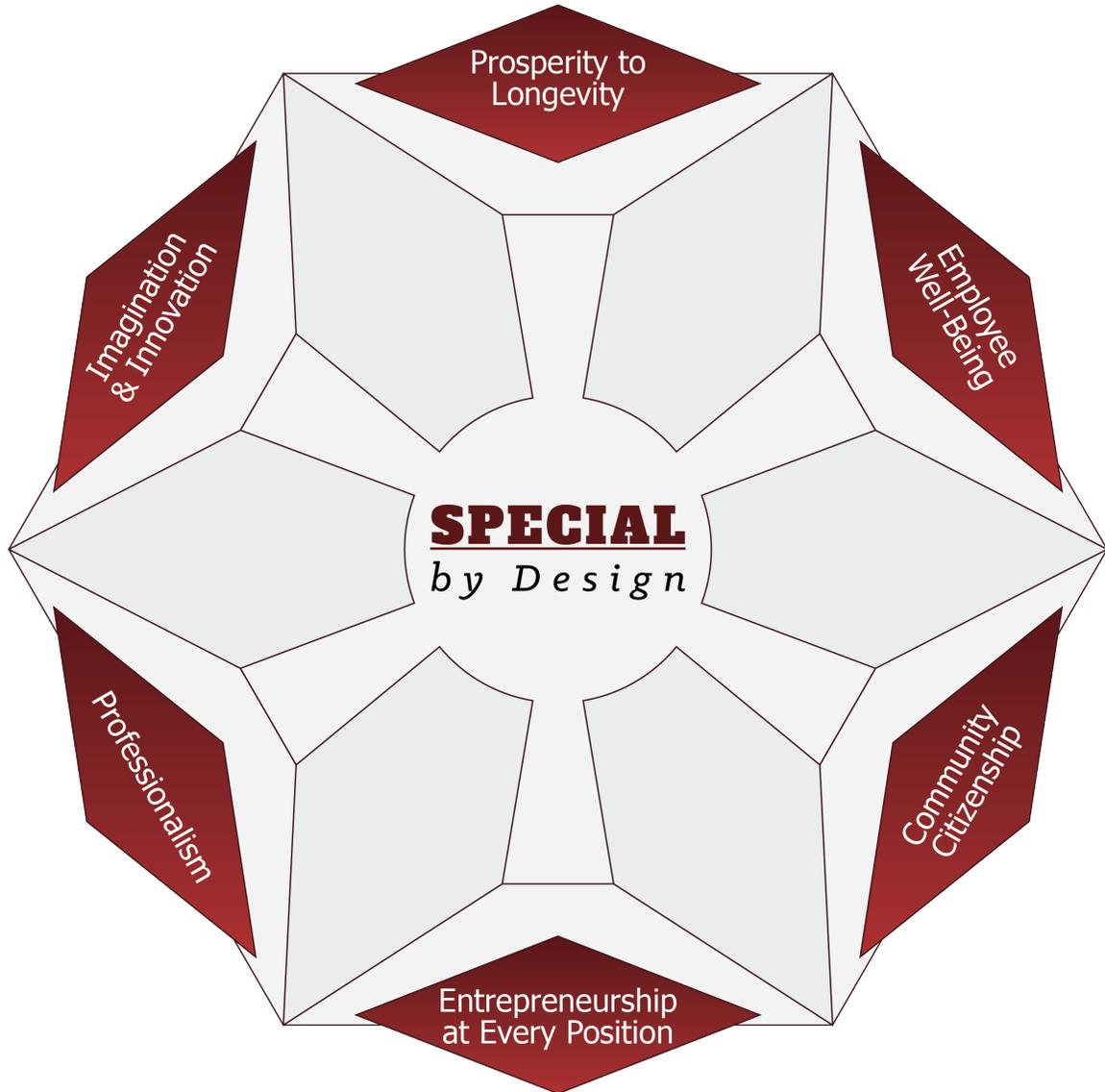
These virtues of relationship can be applied not only to customers, vendors, employees, the surrounding communities, but to outside professional organizations that provide support for the company as well.

A company's longevity can be sourced to the quantity and quality of its multiple, sustainable partnerships.

The genius of Andrew's business relationship is based upon a belief that:

- (1) Committing to your customers' success will ultimately transform into success for your company.
- (2) Trust and Respect in a business relationship can be built faster with a caring heart and by providing a first showing of good, sincere effort.
- (3) Reducing your customers' costs through the elimination of their inefficiencies or by improving their production techniques makes them more competitive in their marketplaces. Cost pass-throughs from your company to the customers eventually return in the form of increased business volumes for your company.
- (4) Trusting business relationships between customers and suppliers solve business problems faster and are usually less expensive to resolve. A trusting business relationship exposes business misunderstandings in their infancy and allows for their solutions to be sourced before they become explosive and dangerous to either party.

TYREX DIAMOND DISCIPLINES



Establishing a company's core areas of commitment is always important. TyRex's core areas of business commitment are intended to create a balance within the company that will sustain it over an extended period of time. A company's core area of business commitments prepares the soil and establishes the groundwork for establishing multiple, sustainable relationships.

TyRex's Guiding Principles

- TyRex aspires to be SPECIAL, not just successful.
- Good people are our most valuable asset. Individual employee well-being is a company commitment. Employee job satisfaction is a stated company objective. Positive employee attitudes validate our TyRex culture.
- We believe that our collective success is achieved through the self-fulfillment of our people, both on the job and in our communities.
- We believe our customers have the right to be satisfied in all interactions with our company. We stand behind our services and listen closely to our customer's needs.
- We focus on continually improving the quality of our products and services.
- We are responsible corporate citizens for our community. We believe that we must improve the community we live in for our ultimate business success.
- We are a company whose foundation strength is fortified by multiple sustainable relationships.
- We are a group of visionary individuals destined and determined to make a difference in the world we live, now and for our children's generation.
- We maintain vigilance over our long-term viability through sound business practices.
- We are committed to profitability, controlled growth, as well as the constant monitoring/understanding of ever-changing global business environments.
- We are committed to connecting every temporary and regular TyRex employee to our TyRex Entrepreneurial Family Relationship Culture.

A company's guiding principles become a code of ethics by which the company and its employees live their business lives. Every question, especially the more controversial or ethical questions, becomes answerable by reviewing the company's guiding principles. TyRex's list of guidelines for a company to live its business life by is listed above. Properly composed guiding principles set the stage for first germinating, then developing, and finally evolving into multiple, sustainable relationships.

TyRex's Core Business Characteristics

TyRex Technology Family Employees should have the following core business characteristics:

The Courage of a Lion to stand against adversity, take responsibility, and go forward with conviction

The Sales Eye of a Tiger to lead the company with confidence via sales, and being dependent upon no one else

A Caring Heart for a Relationship with a network of customers, vendors, employees, and the surrounding community

The Desire to do or be something **SPECIAL**—to seek the highest level of one's ability

The Determination to succeed and the ability to commit unconditionally to success

The Passion to inspire others

The Will to make tough, correct decisions

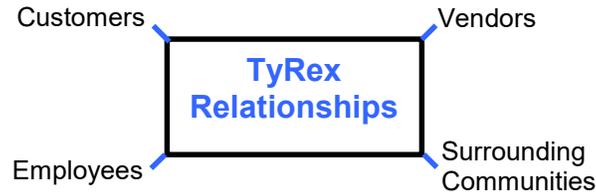
The Ability to Coach and Teach other prospective TyRex partners

The Integrity to make honest and fair decisions

The Family and Financial Support and Commitment to attempt the long entrepreneurial journey

Core company characteristics define the qualities of a successful employee. These characteristics are especially important in forming the core values of a successful Professional Entrepreneur who has the ability to create, develop, maintain, and grow multiple, sustainable relationships.

Chapter 5: A Look at TyRex's Cornerstone Relationships



If relationships are the foundation for a successful company, then commitments made to those relationships with customers, vendors, employees, and surrounding communities are the cornerstones of the company's foundation.

The foundations of successful and **SPECIAL** companies are formed deep and firm. Multiple, sustainable relationships then become foundations of strength. These relationship foundations are able to support the structure of growth-oriented companies as well companies with shrinking revenues. The value of multiple, sustainable relationships may be demonstrated in their flexibility, tolerance, and freedom in allowing for the rapid repositioning of the company's business and financial resources. This allowance or trust for a company to be flexible, to rapidly reposition itself, can be sourced by the trust within the relationships with its customers, vendors, employees, and surrounding communities.



Chapter 6: Incorporating the Cornerstone Relationship Design

Important relationships extend far beyond customer relationships.

Vendors, employees, and surrounding communities each represent an important foundation stone squarely placed at the corner of each of the remaining three sides of the company's foundation. Coupled with the first cornerstone, the customer relationships, the foundation reaches its maximum strength, ready to support the company's structures to build the long-term success of the company.



Customer relationships without the supporting relationships of the vendors, employees, and surrounding communities become unfulfilled commitments. Customer relationships on their own without the other three supporting cornerstone relationships will not stand up to the test of time or survive severe business adversities.

Chapter 7: Transforming Relationships into a True Owner's Commitment

A company's commitment to relationships can provide a sense of business purpose for each of the company's employees. Relationships are the basis for creating a company's core values. Multiple, sustainable relationships with customers, vendors, employees, and communities confirm, reinforce, and energize the value system of a company.

John Bosch, Jr.
TyRex Technology Family
Principle and Partner

In Jim Collins' book entitled *Good to Great*, Collins indicates that great companies recruit people who share their core values. Great companies have a higher percentage of people who want to do the right thing.

A company committed to relationships can provide a sense of business purpose for each of the company's team members. Sharing a company's commitment to relationships begins with a "caring heart," requires empathy for others, and transforms itself into a sincere desire to assist and service others. TyRex's proving grounds for validating its relationship leadership exists in its Community Leadership Programs. If an aspiring TyRex partner is not able to develop a caring relationship with a child in need, then without a doubt they are not an appropriate consideration for a TyRex relationship leadership role. They do not possess the core business characteristics of a true TyRex Professional Entrepreneur.



Chapter 8: Customer “Foundation”

There is an old saying that the race is not always won by the swiftest, nor the battle won by the bravest, but as the saying goes ... that's the way to bet.

John Bosch, Jr.
TyRex Technology Family
Principle and Partner

Yes, it is true that not all customers desire to form close, personal relationships. Nor do all vendors, employees, or communities desire strong relationships. You should respect these companies and the individuals who manage them for who they are. You can still conduct business with these non-relationship companies on a “business as usual” basis. As long as you are aware of the nature of these relationships and the relationship complies with legal and ethical standards, you should still pursue business opportunities, properly acknowledge, and appreciate their business in turn.

All business opportunities are appreciated.



Foundation Customers are the Best.

However, the selection of “foundation” customer accounts should be the basis for establishing the company’s foundation and core revenues. These customer relationships will become the company’s primary business cornerstones, which the company will depend on to establish the company’s “built to last” longevity legacy.

Chapter 9: Communication, Commitment, and Characteristics

- ✓ A Statement of Trust
- ✓ A Show of Respect
- ✓ An Embrace of Support
- ✓ An Acknowledgment of the Importance and Value of Mutual, Sustainable Relationships

Red McCombs said that the degree of the business manager's success is matched only by the integrity with which he conducts his business. "You've got to do business in a way that makes people want to come back."

*McCombs School of Business Magazine
Fall 2000*

“Build trust beyond your reach”

Every interaction you have with people operates on two levels:

1. The content level (whatever you are talking about)
2. The trust level (either building or destroying it).

You build trust when you treat each person you deal with fairly, are consistently honest and ethical, and hold yourself and each person you interact with to high standards.

Important: Never underestimate how far your words or behaviors reach. Even people you never interact with directly hear about the kind of leader you are. Don't disappoint. Your followers—including those you don't know personally—want to trust you.

Adapted from *First Among Equals*
Patrick J. McKenna & David H. Maister
Free Press
Published in *Leadership Strategies*
May 2002 edition

In relationships, how you communicate the value of the relationship is important. How you show your commitment to the relationship is essential. The characteristics you demonstrate convey the importance you place on the relationship.

It takes an entire company's culture to convey the relationship message fully to a valued customer, vendor, employee, or to the surrounding communities of the company.



Embedded in the culture of a relationship-based company are the expressions of relationships: a **statement of trust**, a **show of respect**, an **embrace of support**, and an **acknowledgment of the importance and value of the relationship**.

Chapter 10: A Commitment to Customers' Success First

TyRex is a personal relationship commitment company. We take our customers' success personally and with an individual commitment.

Probably the most interesting and intriguing aspect of successful customer relationships is learning how to elevate the success of your customer above individual or company expectations. Essentially, this theory states that if you lead with a sincere heart, your reward will return in a form that cannot be directly associated with your initial relationship contact, for it will be in a higher proportion than the amount of effort you invested in forming the relationship.

The statements above regarding customer relationships require a great deal of understanding and initial trust. An entrepreneurial explanation starts with three basic desires:

- (1) The individual desire to solve customer problems in which you have expertise (i.e., the joy of being proficient in your profession or area of expertise)
- (2) The caring heart to personally and professionally help others succeed in their business endeavors
- (3) The sincere desire and ability to provide the leadership in the relationship by making the first gesture of business partnering

The results of these three abilities are usually:

- (1) Achieving rapid customer success
- (2) Exceeding the expectations of the customer while developing stronger customer loyalty
- (3) Laying of the initial foundation for the formation of a long-term, trusting relationship

Companies, and especially those individuals supported by your commitments, will contribute to your success and typically look for future opportunities to conduct business with you and your company. The reasons are obvious and numerous, with the most obvious being the ability to trust and the loyalty in repaying a favor. Companies with their own self-interest at heart may give you work because the use of your support team will likely contribute to their personal success.

Chapter 11: Managing and Making the Relationship SPECIAL!

Relationship management is a recognized component of emotional intelligence in entrepreneurial leadership.

John Bosch, Jr.
TyRex Technology Family
Principle and Partner

“Four components of emotional intelligence”

True leaders match their mood and behavior with the situations they face – and with a “healthy dose of optimism mixed in.” They get on the same wavelength with their followers when they master the four parts of emotional intelligence:

- 1. Self-awareness – knowing how to read your own emotions.*
- 2. Self-management – controlling your emotions and moods, acting with honesty and integrity.*
- 3. Social awareness – empathizing and sensing the moods and emotions of others.*
- 4. Relationship management – communicating clearly, disarming conflicts, and building strong personal bonds.*

From *Leadership Strategies*
February 2002 edition

*Knowing which relationships to make **SPECIAL** takes emotional intelligence from entrepreneurial leadership. If your customers’ success drives your business, knowing which customers to pony up and ride becomes a selection of imperative importance.*

John Bosch, Jr.
TyRex Technology Family
Principle and Partner

Levels of Customer Relationship Characteristics

Level #	Category	Characteristics
1	Initial Contact	<ul style="list-style-type: none"> • A presentation of relationship abilities
2	“Working” Relationship	<ul style="list-style-type: none"> • Demonstration of relationship capabilities • Show of trust and respect • Establish commitment capabilities toward the customer’s success
3	“Foundation” Relationship	<ul style="list-style-type: none"> • Commitment to long-term relationship • Strong show of trust and respect • Commitment to long-term customer success
4	SPECIAL	<ul style="list-style-type: none"> • Mutual commitments to the relationship • Show of complete trust and respect • Strong commitment to mutual success • Outside acknowledgment of relationship value and importance

SPECIAL business relationships are the key to the rapid growth and expansion of successful businesses. **SPECIAL** business relationships have the ability to develop synergistic energies to create various business opportunities. **SPECIAL** business relationships can elevate businesses to their next level.

SPECIAL business relationships are rare and hard to source. They are usually characterized as magnetic attractions that are often sourced by the entrepreneur’s emotional intelligence.

A Professional Entrepreneur should be aware of the possibilities of successful business relationships and not be afraid to trust their emotional intelligence capabilities.

Chapter 12: Principles and Responsibilities

On TyRex Customer Relationships –

TyRex is a relationship-based company driven by the personal commitments to our customers' success.

Andrew Cooper
President and Partner
TyRex Group, Ltd.



The Art and Poetry of Relationship in Business Transactions

Principles of Customer Relationships

1. An interest in every TyRex customer and a genuine interest in his or her success.
2. A TyRex understanding and appreciation of our customer's needs.
3. A TyRex ability to listen to our customers.
4. A TyRex desire to help solve our customers' problems and to become personally involved with ideas and solutions.
5. A TyRex appreciation and respect for the culture of our customers.
6. TyRex customer relationships start with the TyRex salesperson and expands to every member of the TyRex team.

The Responsibilities of Managing Customer Relationships

A customer relationship requires a thorough understanding and awareness of our customers' methods and mode of business processes. TyRex provides global materials procurement and manufacturing options that eliminate customers' production downtime, smooth component supply side issues such as "demand spikes", and customer change orders.

The TyRex Technology Family must view our customers' opportunities and their supply chains with one lens, and their aligned allies as globally competitive partners. Together, they pursue the perfect material, assembly, and distribution execution.

TyRex salespeople must not view our customers solely as sales or business opportunities. They must identify shared customer opportunities and shared business successes through the value of customer relationships and partnerships.

Chapter 13: Commitment to a Vendor Relationship

On TyRex Vendor Relationships —

To build a vendor relationship, you must first commit to the vendor's success. A company is only as good as its weakest vendor. The foundation of this relationship must be built with honesty and firm commitment from both sides. This will allow the relationship to build in a trusting manner, which will allow business to be done on an accelerated basis.

Thomas Hardt
Saberex Group, Ltd.
President (and former Partner)
October 2001

Principles of Vendor Relationships

1. A genuine interest in each vendor as a strategic partner.
2. A respect and appreciation for vendor jobs that are executed well.
3. An acknowledgment for “above and beyond” services from special vendors.
4. Support for vendor profitability while maintaining and supporting creative and continuous cost reduction ideas benefiting all entities in the supply-side management chain.

Responsibilities of Managing Vendor Relationships

Properly maintaining and managing vendor relationships is very important. Vendors provide the stage on which O.E.M. companies can showcase customer performance capabilities. Without the vendor stages, there is no musical dance. Vendor relationships are actually mirror images of customer relationships. They have virtually the same characteristics, time requirements, and commitments to responsibilities.

Chapter 14: Commitment to an Employee Relationship

Principles of Employee Relationships

1. A respect for each individual and each individual's rights regardless of race, religion, gender, or economic status.
2. A show of appreciation for the TyRex employee's hard work and dedicated service to the company over an extended period of time.
3. An acknowledgment of the employee's creative and innovative ideas (see TyRex's Store Reward Program).
4. A company with a personal concern and caring heart for each TyRex individual's daily trials and traumas.
5. An acknowledgment of and appreciation for each permanent and temporary employee whether their stay is one day or a lifetime.

Responsibilities of Managing Employee Relationships

If employees are a company's most valuable asset and if TyRex truly is committed to investing in good people, then the responsibility of managing employee relationships must receive the same level of attention and commitment as all other TyRex business relationships.

There is an argument that takes the position that the ability to establish a good relationship with your customers begins by building strong relationships with your employees. Relationships within entrepreneurial companies are best developed by explaining, educating, and committing the leadership and their teams to the following:



TyRex: A Global Manufacturing Family of Technology Companies providing premier manufacturing services to the high-tech industry. A Company “Built to Last”... “Built to Work” and “Built for Longevity” by investing in people. A company founded on the core principles illustrated by its Diamond Disciplines of economic prosperity, entrepreneurship, employee well-being, community citizenship, professionalism, and imagination and innovation.



Professional Entrepreneur: A professional, innovative leader who organizes, manages, and builds an entrepreneurial enterprise, an explorer of 21st Century Entrepreneurial Business Managers Paradigms.

Entrepreneurial Family: A sense of belonging and being connected to a company with a business purpose pursued with clarity of mission, conviction of cause, and passion for the results. Being connected in an entrepreneurial family culture is feeling needed, cared for, and supportive of individual goals.





Relationship: A Company's Longevity, i.e., "Built to Last"... "Built to Work" philosophies necessitates a commitment to a foundation of strong and lasting relationships.

If your company's primary objective is to service your customers, then you must become a Relationship Company.

You become a Relationship Company with your customers by first becoming a Relationship Company with your employees and your communities.



Entrepreneurial Culture: The set of shared attitudes, values, goals, and entrepreneurial practices that characterizes a "Special Company" focuses on the employees, communities, and entrepreneurial development, not just economic prosperity.

Entrepreneurial Culture is as much about the alignment, consolidation, and focus on the energy surrounding a company, as it is the philosophies and values existing within the entrepreneurial company.

Entrepreneurial Culture results in Entrepreneurial Thinking-based Companies. Companies committed to competing in an ever-increasing, competitive global environment by accentuating the primary competitive characteristics of speed, flexibility, and creativity.

Chapter 15: Commitment to a Community Relationship

On TyRex Community Relationships –

Communities are an important part of the Community Relationship Triangle of company, employees, and community. All share the same real estate and exist at the pleasure of the other two. When joined together, the union of the Triangle of Community Relationships creates a bond of mutual interchangeable support and commitment.

John Bosch, Jr.
TyRex Technology Family
Principle and Partner

Principles of Community Relationships

1. An acknowledgment that we are the community and the community is us.
2. A sense of responsibility to improve the community and give back to the community with an attitude and appreciation for what we have received.
3. A specific commitment to our community children, especially those in need of financial, emotional, or physical support.
4. A desire to teach leadership and teamwork skills to people in the community, especially the youth in the community through sports and other youth organizations.

Responsibilities of Managing Community Relationship

Understanding the importance of the Triangle of Community Relationships is essential to a motivated workforce, one with a positive attitude toward individual, company, and customer success. The responsibility of managing employee relationships must include the management of relationships with the communities in which the employees and their families reside.

Chapter 16: Alignment of Multiple, Sustainable Relationships

A company's energy can be sourced from its multiple, sustainable relationships. Positive relationships are a major source of energy that can drive companies forward.

John Bosch, Jr.
TyRex Technology Family
Principle and Partner

Jim Collins, in his book *Good to Great*, states, “Members of the good-to-great teams tended to become and remain friends for life.”



The alignment of multiple relationships affects and elevates the energy of these relationships as well as the product pipelines they serve. The better the relationships, the more aligned the relationships, the more efficient the product pipelines will flow with efficient, low-cost products and services.

The alignment of supply chain relationships is typical of most product- and service-based relationships:

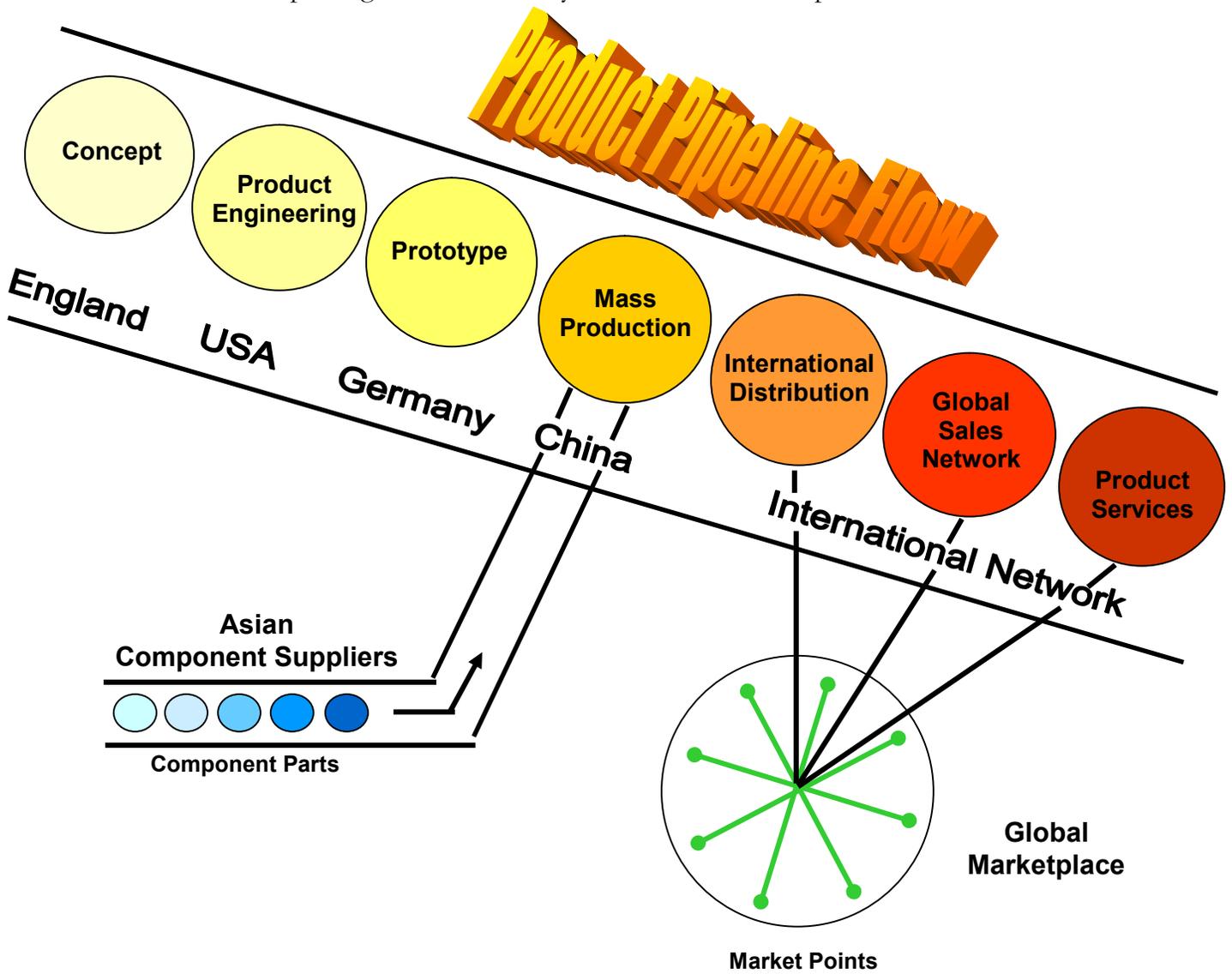
- source component parts vendors
 - parts suppliers and vendors
 - assemblers
 - integrators and distributors
 - warranty service providers
 - returns management

Alignment of Relationships

A company's direction is derived and sourced from the energy created by its multiple, sustained relationships. The amount of energy and power generated by these relationships can be calculated by the number, size, and value of the contributions created from its multiple, sustainable relationships.

Chapter 17: Powering the Alignment of Multiple, Sustainable Relationships

The linking of Multiple, Sustainable Relationships in a Continuous International Technology Process is a new paradigm in 21st Century Business Relationships.



TyRex's Continuous Technology Processing Concept identifies process inefficiencies across the design, development, manufacturing, and distribution of new technologies and essentially makes the following claim:

Technology “Time to Market” Products

- (1) in half the time;**
- (2) at half the development cost; and**
- (3) utilizing half the normal resources.**

Globalization in the 21st Business Century will necessitate adaptation of the Continuous Technology Processing Concept on a global basis. Powering this alignment of international, multiple, sustainable relationships will be companies possessing the entrepreneurial characteristics of global speed, flexibility, and creativity. Companies must be capable of conducting international business with the ability to understand and develop high-level business relationships in a volatile business environment composed of complex cultural, political, and economic influences.

In order to efficiently and properly align international relationships, a new paradigm in 21st Entrepreneurial Business Century Relationships must be developed.

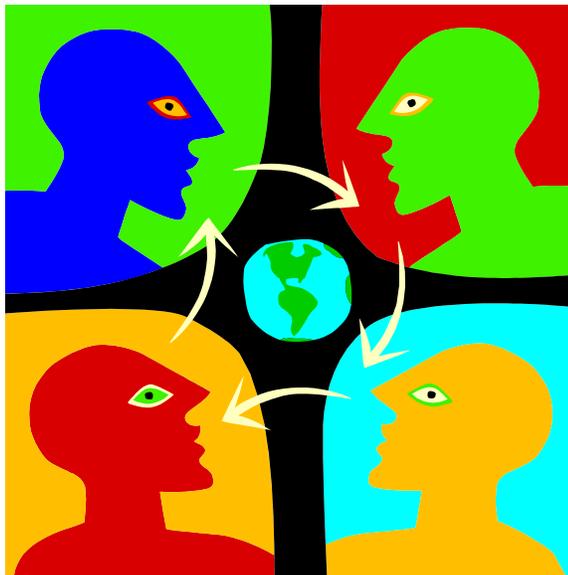


Chapter 18: The Future of Relationships

Business Relationships in the competitive, global environment of the 21st Business Century will become more dynamic, complex, and deal with increased cultural, political, and economic challenges on a world stage overflowing with volatile issues never before addressed by the world's business managers.

John Bosch, Jr.
TyRex Technology Family
Principle and Partner

The complexities of conducting business are becoming more complex with the globalization of 21st Century businesses. In the 21st Business Century, successful global companies will need to develop business cultures and complex business strategies that are able to maintain the primary ingredients of multiple, sustainable relationships. They must be able to maneuver in a rapidly developing global business environment and master the challenges of complex cultures, varying political positions, and diverse social and economic climates.



The complexities of world cultures, politics, and varying strengths of economic entities will create additional pressures on global business relationships. Business relationships and their dynamics will change. Competitors will become strategic partners and then competitors once again within the overlapping framework of a single product lifecycle.

Political, economic, or even cultural climates and events will change relationship structures throughout the product pipeline. Business relationships will be characterized as dramatic and fluid.

The secret for the few successful global companies is to maintain multiple levels of commitment to relationships with customers, vendors, and employees in global communities, and adding the characteristics of entrepreneurial businesses, i.e., speed, flexibility, and creativity to these relationships.

It's even possible that new business terminologies will replace the traditional business words such as customer, vendor, employee, etc. The terms customers and vendors could be replaced by the description of their positions in the global marketplace.

The future will challenge us with new relationship complexities. However, history may provide us with the answer to these complex relationships, i.e., understanding the pure art and poetry of Andrew Cooper's approach to business.

The challenges of the 21st business century and the solutions for international businesses dealings within the 21st business century are one and the same – multiple, sustainable global relationships.

Appendix



Professional Entrepreneur®

Appendix A. Course Test: A Company of Relationships

- Fifteen (15) True or False Questions
- Ten (10) Multiple Choice or Completion Questions
- Three (3) Short Essay Questions
- Extra Credit: A Personal Anecdote or Entrepreneurial Story Specifically Related to these Course Materials (A Company of Relationships)

Fifteen (15) True or False Questions

1. Relationships are driven by individual and personal commitments to customer success. (TRUE or FALSE)
2. The acknowledgment of the employee's creativity is not included in TyRex's Principles of Employee Relationships. (TRUE or FALSE)
3. Relationships in the Global 21st Business Century will become more dynamic, complex, and deal with increased cultural, political, and economic challenges. (TRUE or FALSE)
4. The philosophies of entrepreneurial relationships attempt to understand the nature of entrepreneurial relationships. (TRUE or FALSE)
5. Establishing a company's core area of commitment is not important. (TRUE or FALSE)
6. In Jim Collins' book *Good to Great*, Collins indicated great companies recruit people with similar educational backgrounds. (TRUE or FALSE)
7. All company business transactions should involve a strong commitment to in-depth relationships. (TRUE or FALSE)
8. It takes an entire company's culture to convey a strong message of relationships. (TRUE or FALSE)
9. Encapsulated in the culture of a relationship company is an acknowledgment of the importance and value of the relationship. (TRUE or FALSE)
10. In Scholley Bubenik's comments on employee relations, Scholley addresses the need to explain the company mission as a way of developing and deepening the relationship with employees. (TRUE or FALSE)
11. All TyRex relationships start with a firm, trusting handshake. (TRUE or FALSE)

12. Relationship management is a recognized statistical component of quarterly ISO-9000 audits. (TRUE or FALSE)
13. Each member of the customer's supply chain should have their own individual view of the customer's opportunity and respond accordingly. (TRUE or FALSE)
14. Communities are an important part of the Community Relationship Triangle. (TRUE or FALSE)
15. TyRex's commitment to relationship originated in its "Built to Last" philosophy. (TRUE or FALSE)

Ten (10) Multiple Choice or Completion Questions

1. In TyRex's Principles of Employee Relationships, which one of the following is not included in the employee individual rights regardless of race, religion, gender, or current social economic status:
 - a. Lack of trust for some employees
 - b. Respect for each individual
 - c. Appreciation for each employee
 - d. Personal concern for each employee's daily trials and traumas

2. A company's cornerstone relationships are composed of all but one of the following:
 - a. Vendor
 - b. Customer
 - c. Government
 - d. Employee

3. Relationships include which one of the following TEi entrepreneurial teaching concepts:
 - a. Philosophies
 - b. Principles
 - c. Practices
 - d. All of the above

4. A company's longevity necessitates a commitment to F _____
S _____ – strong multiple, sustainable relationships. (complete the words)

5. Andrew Cooper's business relationship approach and style begins with an _____ to customers' success.

6. At the heart of all successful relationships are principles based upon mutual _____ and respect.

7. TyRex's Commitment to Relationships is sourced from its cultural roots of:
 - a. Core Business Characteristics
 - b. Diamond Principles
 - c. Guiding Principles
 - d. All of the above

8. Embedded in the culture of a relationship company is:
 - a. A statement of trust
 - b. A show of respect
 - c. An embrace of support

- d. All of the above
- e. None of the above

9. Relationship management, according to an article in the February 2002 edition of *Leadership Strategies*, is one of the _____ components of emotional intelligence.

- a. 1
- b. 2
- c. 4
- d. 3

10. The highest level of relationship characteristics that demonstrate mutually committed success and show the strongest trust is:

- a. **SPECIAL**
- b. “Foundation “ relationship
- c. “Working” relationship
- d. The initial contact

Three (3) Short Essay Questions

1. Describe in full detail the concept of relationships and how they lay the foundation for a company's success. Include in your comments the four cornerstone relationships in multiple, sustainable relationships.
2. Positive relationships are sources of energy. Relationships can also provide direction for a company. Relationships can have significant influences on the speed and elevation of a company's growth. Please explain:
3. Committing to customers' success before your own individual or company expectations is an interesting company philosophy. Explain this phenomenon and describe the future benefits of these types of relationships. Also describe the pitfalls and give your own personal opinion regarding this relationship philosophy.

**Extra Credit: A Personal Anecdote or Entrepreneurial Story Specifically
Related to These Course Materials
(A Company of Relationships)**

The TEi would like to include as many personal entrepreneurial stories to this module as possible. Prospective or aspiring Professional Entrepreneurs are always interested in reading or hearing about individuals who are in similar business circumstances. These stories are an important part of the overall educational experience for aspiring Professional Entrepreneurs®. Please take the time to give your personal experience.

In order to receive extra credit, the module participant will write a story with a minimum of 150-250 words (two paragraphs) about a real and personal anecdote or entrepreneurial story that relates specifically to the materials of this module.

Name: _____

Date: _____

Story:

Appendix B. Professional Entrepreneurship Modules

- A. Fundamental Entrepreneurship** – Discussions of the fundamental and philosophical sides to becoming an entrepreneur.
- B. Basic Sales and Marketing** – Describes special sales and marketing programs for start-up and growing companies.
- C. Fundamental Accounting and Financial Controls** – Covers the three (3) Financial Programs necessary to manage and fundamentally financially control a growing company.
- D. Manufacturing Management and Controls** – Details the basic manufacturing controls, as well as, provides the fundamental framework for managing a strong manufacturing operation.
- E. E-Business Development** – A series of programs on managing growing companies and the tools used in managing potentially explosive growth.
- F. Entrepreneurial Leadership** – Describes the necessity for all forms of leadership in entrepreneurial company management. Details the importance of entrepreneurial vision.
- G. Entrepreneurial Coaching** – A series of programs on training successful entrepreneurs on how to put more into the role of being an entrepreneurial coach.
- H. Entrepreneurial Company Culture** – Programs describing the importance of a company's culture and the employee empowerment programs in the 21st Century Business Management concepts.
- I. Just Entrepreneurial** – Innovative ideas and business concepts on the outer edge of Entrepreneurial programming.
- J. Entrepreneurial Global Thinking** – A look at entrepreneurs in an increasingly competitive global economy and environment.
- K. Entrepreneurship In the 21st Business Century** – An exploration of the role of entrepreneurial characteristics such as speed, flexibility, and creativity in the 21st Business Century.
- L. Bidding and Estimating** – The Fundamentals of the technical support role played by the communication process of exchanging goods and services for compensation and customer satisfaction.
- M. Quality as a Company Culture** – A series of programs detailing the fundamentals of quality for a growing company and the importance of quality as the fabric of a company's culture.
- N. Entrepreneurial Partnering Disaster Recovery Program** – Stories and details of past Entrepreneurial business disasters, and suggestions for turning disasters into futures with solid foundations, and significant upside potential. It's never over until you quit.
- O. Entrepreneurial Business Decision-Making** – Studies the entrepreneurial philosophies regarding how to make quick, decisive, sound entrepreneurial decisions.

Appendix C. Related Entrepreneur Institute Materials

Modules, Books, Manuals, and Materials

The purpose of the TyRex Entrepreneurial Institute (TEi) and Professional Entrepreneur business educational program is to provide prospective aspiring entrepreneurs with a comprehensive and detailed development outline that they will be required to know in order to progress as a successful Professional Entrepreneur® Business Manager.

The StreetSmartMBA® modules are not intended to be an “all-inclusive” entrepreneurial business education program. Its purpose is to provide a comprehensive initial understanding and framework for understanding the Professional Entrepreneurial 3P’s:

- Philosophies
- Principles
- Practices

It is also intended to provide students an understanding of the necessary basic business knowledge to manage and control a growing successful entrepreneurial business. Students engaged in the program are encouraged to receive training and support from multiple sources:

- The TyRex Entrepreneurial Institute (TEi) with,
- On-the-Job Entrepreneurial Training and
- Individual Support From Experienced Entrepreneurial Coaches
- Professional Entrepreneur Education Programming
- StreetSmartMBA® Modules

The Professional Entrepreneur business educational program is a complete and comprehensive professional entrepreneurial development program for competing in the 21st Business Century. It is a three to five year classroom educational program combined with on-the-job training. This classroom education program is most effective in conjunction with on-the-job training with coaching and mentoring by dedicated experienced, successful entrepreneurial coaches who are deeply committed (not just involved) to the aspiring entrepreneur’s success.

Appendix D: What You Have Learned About TyRex Truths

Name: _____

Date: _____

The following are the TyRex Truths, or TEi Professional Entrepreneurial teaching points for A Company of Relationships, A-1.

Truth	Indicate understanding level 1-5 (5 highest)
<ul style="list-style-type: none"> • Trust and Respect form the foundation of sustainable business relationships. 	
<ul style="list-style-type: none"> • Valued business, employee, and community relations transform into relationships with mutual respect and appreciation. 	
<ul style="list-style-type: none"> • All TyRex relationships start with a firm, trusting handshake. 	
<ul style="list-style-type: none"> • Positive Relationships are sources of energy. 	

TEi is always looking for ways to improve and provide better materials for its aspiring Professional Entrepreneurs. Please provide us with your feedback. Email this page to info@tyrexlearningfoundation.com

TyRex, A Professional Entrepreneurial Technology Family of Companies

TyRex provides the high-tech market with quality products and services. The TyRex Technology Family of Companies is comprised of:

TyRex Entities

- Megladon Manufacturing Group, Ltd.
- iRex Group, Ltd.
- Arctos Assembly Group, Ltd.
- SabeRex Group, Ltd.
- Austin Reliability Lab (ARL)
- SaberData, Ltd.
- Digital Light Innovations (DLi)
- TekRex

TyRex Associates

- TyRex Learning Foundation
- RightStuff Marketplace, LLC
- RF Scientific, Ltd.
- tri/REX
- Crypto Prospectors

Each one of the TyRex companies has carved out a niche in the high-tech, electronics, or additive manufacturing markets in order to provide quality products and services that hopefully exceed their worldwide customer expectations.

Company's Educational Development History

TyRex opened its doors on January 1, 1995 as a premier copper cable manufacturer. The company has migrated into many different areas that serve the high-tech and electronics markets. From original design and product manufacturing, logistics and supply chain management, contract manufacturing, to advanced levels of software security development, product testing, additive manufacturing, and digital state-of-the-art marketing. The TyRex Technology Family is involved in six types of light and five special technologies.

The TyRex Technology Family of Companies has developed into a multi-faceted company serving a growing list of clients worldwide. TyRex's professional entrepreneurial spirit is derived from its **TyRex Learning Foundation** featuring the **TyRex Entrepreneurial Institute (TEi) StreetSmart MBA®** education materials and **Professional Entrepreneur** business development programming that promotes the entrepreneurial exploration and education of individuals who aspire to be Professional Entrepreneurs.

TyRex Entrepreneur Institute (TEi)

What makes the TyRex Entrepreneur Institute distinctively unique is that each TyRex business entity serves as the real world laboratory for TEi. In the TEi classroom and in connection with the StreetSmart MBA entrepreneur business materials, we continue to source and test new theories of entrepreneurial business to share with our Professional Entrepreneur students and followers.