

# Relationships are capital. *Let's steward them.*

## THE BIG QUESTION

Why are we so busy chasing strangers?



## THE TALK

We all know relationships matter in business. We spend a fortune attracting new customers, even though we know keeping the ones we have is better business.

Pam explores the value businesses overlook in the relationships they've already earned, and what it means to steward that capital. Through stories and practical examples, she challenges familiar assumptions about growth and offers a more profitable, resilient and enjoyable way forward.

## AUDIENCES LEAVE READY TO

- Recognize the relationship capital they already have, including value that never appears on a sales report.
- See how value flows to both sides of a relationship, before, during and after a transaction.
- Make better decisions about where to invest their attention and how to steward the relationships that matter.

**FORMATS** Keynote, 30 minutes • Workshop, 45 to 90 minutes

*"I promised myself I would get a lot done while my agents sat in her class yet I couldn't get out of my seat... it was more important for me to be in this class than do any of those other things I had planned."*

**Sheila Cuadros**, then General Manager, Keller Williams United, Falls Church, VA. Booked Pam to train her agents.

## THE BOOK

*People Are the Point*

[Find it on Amazon ↗](#)

# Everything your event team needs.

## SHORT BIO

Pam O'Bryant has spent more than forty years building businesses, leading teams and asking inconvenient questions about why we do things the way we do. She is the founder of SphereSync and writes and speaks about relationship capital, the systems we build around people, and what becomes more valuable as AI changes how work gets done.

## READY-TO-READ INTRODUCTION

Our next speaker has spent more than forty years building businesses, leading teams and asking inconvenient questions about why we do things the way we do. Pam O'Bryant is an entrepreneur, the founder of SphereSync and the author of *People Are the Point*.

She believes most businesses are sitting on an asset they dramatically undervalue: the relationships they've already built. We spend a fortune attracting new customers, even though we know keeping the ones we have is better business. So why are we so busy chasing strangers?

Today, Pam is going to challenge us to think differently about the value of relationships, how we steward that value, and what it means for the way we grow our businesses.

Please welcome Pam O'Bryant.

## PRODUCTION & CONTACT

AV: Lavalier microphone; projector and screen for slides.

Headshot, reel and testimonials: [pamobryant.com](http://pamobryant.com)

Book orders for teams or events: Use the [speaking inquiry form](#).

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