



Olumuyiwa Akinrole Oludayo

# 5 Phases of Relationships

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Many of us have not been able to make the most of our relationships because we are unaware of the stage we are at with other people. We even have failed expectations because of wrong assumptions within our relationships.

These 5 phases will serve as a guide to evaluate your relationships. I am hoping you can make the best use of the ideas they offer.





# Phase 1: Contact.

Here you meet someone without any expectations or obligations. The goal of this phase is simply to establish contact. Inasmuch as you perceive what value you can derive from this relationship, your focus is on making sure a linkage is formed with the hope that it will be kept active. Many of us have met people in meetings, lobbies, through mutual friends, etc. The first we do is to keep a mental note of these people and leave it there for now. It will grow but this is where the seed is planted.

**“Your friends will know you better in the first minute you meet than your acquaintances will know you in a thousand years.” — Richard Bach**





## Phase 2: Context.

Here, you begin to define the scope of interaction. You seek to define the points of continuous engagement. It is on the phase that you seek to verify and validate things that can cause you to continue to keep the relationship. At this point you are checking for the value you can derive through other peoples aspirations, philosophies, perspectives, and experiences. Your focus here is to identify the frames of reference for continued interaction. What would we be talking about that will bring value to us? This is the kind of inquiry that keeps running through your mind.

**“Don’t make friends who are comfortable to be with. Make friends who will force you to lever yourself up.” – Thomas J. Watson**





## Phase 3: Connect.

Here, you decide to begin active engagement. You check up on each other often. This is the phase where you share. This the point of exchange of information, opportunities even recommendations. You are becoming more comfortable and can commit to investing more in the relationship through sharing of quality time. At this stage, you are committed to ensuring that the things that bind you together are being nurtured. The most important questions here are: What am I bringing in to this relationship? What value am I adding to this relationship? On the flip side, you are also asking, What am I getting from this relationship? Is this person showing commitment to the relationship?

**“A real friend is one who walks in when the rest of the world walks out.” — Walter Winchell**





## Phase 4: Collaboration.

Here, you begin to partner with each other across the context that has been set. At this stage, there are possibilities of working together on mutual projects. You have moved from simply recommending each other to jointly executing projects where you share similar interests. At this stage, you become co-creators of noble causes. Your focus on this stage is to conquer the markets together and not simply draw value from each other. The level of contribution on this phase is such that you are both committed to winning. This is the point where sacrifices are made. You begin to let go for the greater good of your union.

**“Things are never quite as scary when you’ve got a best friend.” — Bill Watterson, Calvin and Hobbes**





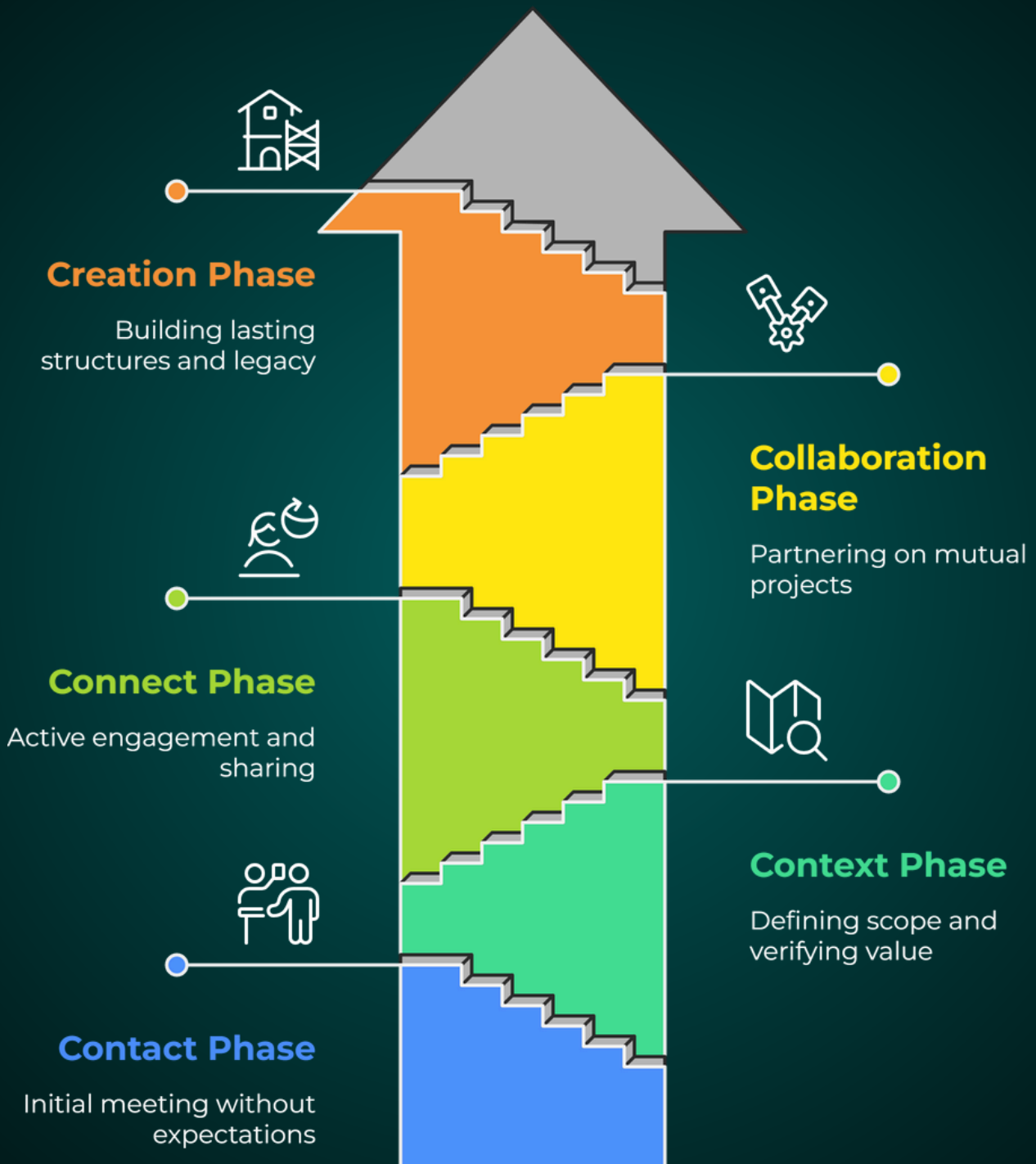
## Phase 5: Creation.

Here, you begin to partner with each other across the context that has been set. At this stage, there are possibilities of working together on mutual projects. You have moved from simply recommending each other to jointly executing projects where you share similar interests. At this stage, you become co-creators of noble causes. Your focus on this stage is to conquer the markets together and not simply draw value from each other. The level of contribution on this phase is such that you are both committed to winning. This is the point where sacrifices are made. You begin to let go for the greater good of your union.

**“A true friend never gets in your way unless you happen to be going down.” – Arnold H. Glasgow**



# Building Strong Relationships





# Final Word

Be intentional about your relationships. Dr. David Oyedepo has said that: "friendship is not by force but by choice."





## Profile for Dr. Olumuyiwa Akinrole Oludayo

Dr. Olumuyiwa Akinrole Oludayo is a transformative leader and consultant with a distinguished career across higher education, human resource management, and organisational development. His professional journey reflects an enduring commitment to influencing impactful change and advancing practices that drive growth and excellence at both individual and organisational levels.

With a strong foundation in academia, Dr. Oludayo has contributed extensively to higher education as a Member of Faculty for Human Resource Management, guiding the next generation of professionals and leaders. His roles as Dean of Students, Registrar, and Director of the African Leadership Development Centre have enabled him to influence institutional leadership and capacity-building across Africa, crafting learning environments that are centred on holistic development and resilience.

As a Research Fellow with the Chartered Institute of Personnel Management of Nigeria, Dr. Oludayo has made notable contributions to HR practice in Nigeria. His publications and development of frameworks have significantly shaped best practices within the industry, equipping HR professionals with contextually relevant strategies that address both contemporary and emerging challenges.

Organisations that engage Dr. Oludayo's consulting expertise benefit from a wealth of experience and a bespoke approach to people management. Through his work, he has supported a diverse range of organisations in optimising their talent strategies, enhancing leadership capacity, and creating resilient teams. His consulting work is marked by a commitment to solutions that are analytically robust and deeply aligned with an organisation's unique culture and objectives.

By partnering with Dr. Oludayo, organisations gain access to innovative approaches to talent development and organisational effectiveness. His strategic guidance encourages a culture of resilience, adaptability, and continuous improvement. His proven ability to integrate strategic insight with a people-centred approach makes him an invaluable asset for organisations striving for sustainable growth and a competitive edge.

In bridging the realms of academia, research, and practical consulting, Dr. Oludayo offers a holistic perspective that is both visionary and results-driven. His contributions go beyond enhancing performance; they cultivate lasting organisational value, enabling businesses to thrive through a stronger, more cohesive approach to human capital management.

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