

Reciprocity in Action

By Merryn Tinkler

Reciprocity is key to any business relationship. It is important that all business partners feel like the relationship is of mutual benefit and that they feel nurtured.

Teams are by nature synergistic. We rely on each other and together build something that is greater than the sum of its parts.

Working with passionate people is hard. Working closely with people is hard. It is constant work. Sometimes hard decisions have to be made that not everyone is on board with. Sometimes we all have to suck it up and trust each other that we are actually after the same end result.

Support, transparency and communication are not always as easy to model, as they are to theorise about. Most people by nature want to give back – that is the nature of being. We all want to feel like we can contribute.

Relationship building comes down to the inherent reciprocity of human kindness and non-judgment.

And motivation...we have to really look at what is motivating our decision-making. Truly if our motivation is only about expectation, or has an ulterior motive, we will not be rewarded with reciprocity. It just does not work.

Effective communication is the foundation of real interaction with people, and authenticity is key. People can smell inauthentic people a mile off.

So the leadership muscle of reciprocity is about authenticity. Building the “of service” motivation. I want to be of service to you in an altruistic way. I want you to feel included and I want you to feel safe. It’s not to say that I don’t act with an expectation of an outcome, the expectation is definitely there. The expectation is of appreciative enquiry and the development of a true and mutual understanding.

Merryn Tinkler



Merryn has an extensive background in strategic thinking and community engagement.

Merryn works to build unified approaches to sustainable strategic change. Solutions and results focused, she has worked closely with corporates, communities and community organisations to build and re-build solid foundations and relationships.

Working as a consultant since 2012, Merryn has forged a solid reputation, bringing a creative edge to projects and delivering visionary thinking with grass roots engagement, supporting organisations and individuals in navigating through complex issues to bring clarity of thought and direction. Most recently

Merryn worked with Swan Hill Rural City Council in the development of the inaugural 4-year Creative Strategy for the region, and the development of strategic and business plans for The Victorian Music Development Office (VMDO) which was established as part of the Victorian Government's \$22.2 million Music Works strategy.

Merryn runs corporate workshops in leadership skills development with middle managers and team leaders and has developed an undergraduate course in Arts and Cultural Leadership and Management for Federation University, Ballarat.

Merryn has an extensive background in Arts, Culture and Management and holds an Executive MBA. She is currently Festival Director for ChillOut Festival Daylesford and Executive Director for Peninsula Summer Music Festival alongside her consulting work.

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