

NETWORKING

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Definitions

Self-Confidence

Having confidence in yourself and your abilities

Ambition

Something that you want to do or achieve very much. The desire or determination to be successful, rich, powerful, etc.

Definitions

Support

To give or be ready to give help to somebody if they need it.

Encouragement and help that you give to somebody/ something because you approve of them and want them to be successful.

Evidence that helps to show that something is true or correct

Definitions

Initiative

The ability to decide and act on your own without waiting for somebody to tell you what to do.

Definitions

Recognition

Public praise and reward for somebody's work or actions.

Definitions

Feedback

Advice, criticism or information about how good or useful something or somebody's work is.

Key Points

***Don't panic!* You don't
have to be perfect!!**

Definitions

Formal

Networking is...

A reciprocal process based on the exchange of ideas, advice, information, referrals, leads, and contacts where resources are shared and acknowledged

Sally Livingston

Definitions

Informal

Networking is...

The ability to walk into a group of strangers and, in a short period of time, come out of the other side with a group of new business prospects

Overview

▶ Networking

▶ Networking: Where Does it Fit?

- ▶ Drafting Your “Elevator Pitch”

- ▶ Tools and Resources to Build and Manage Your Network

- ▶ Networking Patterns of Different Behavioral Style

Networking: Where Does it Fit?

- ▶ Networking can extend through all areas of life:
 - ▶ Job search
 - ▶ Career exploration
 - ▶ Career advancement
 - ▶ Mentoring
 - ▶ Business development
 - ▶ Building community connections

Why Network?

Find a job and/or change careers

Succeed as an entrepreneur

Look for customers or clients

Enhance your job, whether you work for a huge corporation, a stodgy bureaucracy or a tiny non-profit agency

The people you meet become opportunities for you, and you become an opportunity for them

Build Your Network through a Bull's Eye

Inner ring

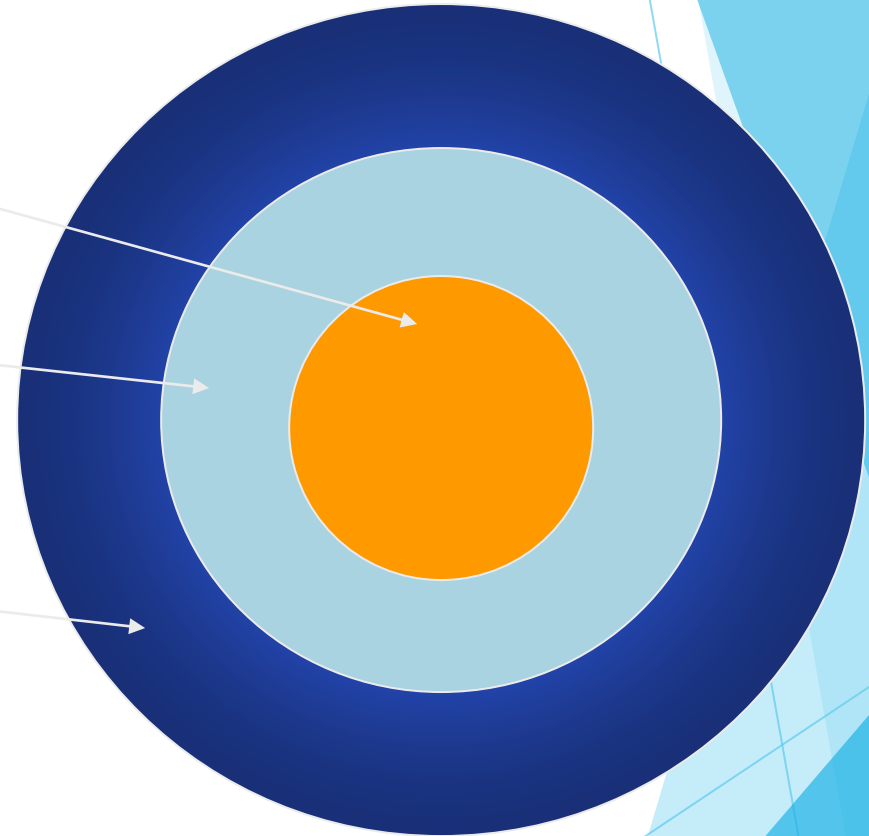
- Family, close personal contacts

Middle ring

- Professional and community contacts

Outer ring

- Individuals you may not know, but with whom you have an affiliation



Who do you want to network with in each ring?

Drafting Your “Elevator Pitch”

Steps

- Convey who you are and who you represent, including statement about your skills, talents, background or experience
- State what you are wanting to do
- Reference the person’s industry, company and/or issue
- Present next steps and/or create an opportunity for another discussion or meeting
- Express thanks

Skills

- Show enthusiasm, confidence, genuine interest and/or empathy
- Use terms with which the person is familiar
- Put yourself in the person’s place
- Appear focused on earning the person’s interest, time and trust
- Listen
- Be appreciative

Using Your Behavioral Style to Network

Precise
Accurate
Concern for Quality
Critical Listener
Non-Verbal Communicator
Attention to Detail

Creative
Slow Start / Fast Finish
Vacillating
Temperamental

Competitive
Confrontational
Direct
Results-Oriented
Sense of Urgency
Change Agent

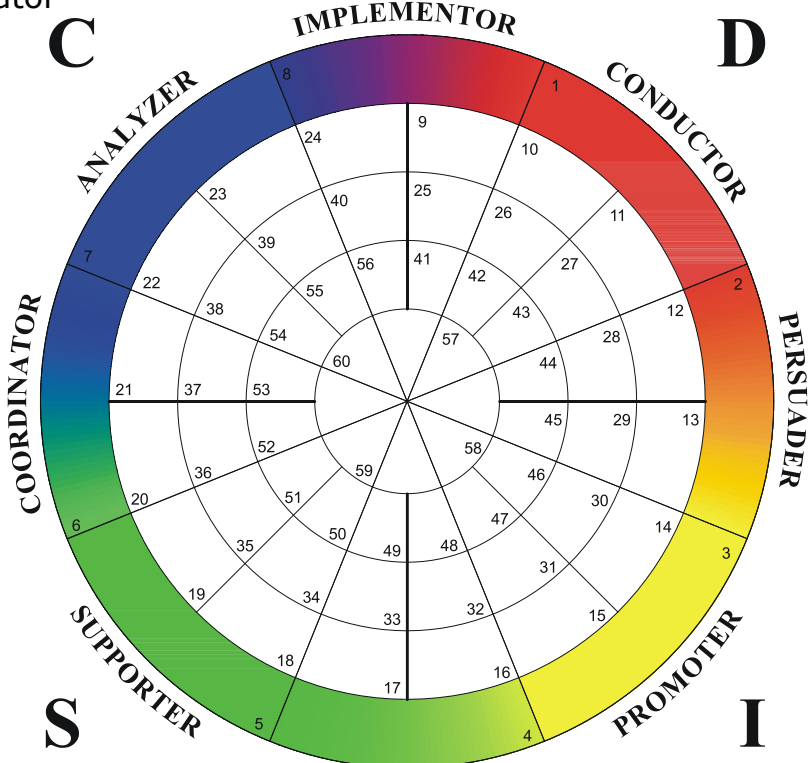
Product-Oriented
Slow to Change
Self-Disciplined
Pessimistic

Process-Oriented
Quick to Change
Independent
Optimistic

Accommodating
Dislikes Confrontation
Persistent
Controls Emotion
Adaptable
Good Listener

Good Supporter
Team Player
Persistent
Cooperative

High Trust Level
Not Fearful of Change
Contactability
Rather Talk than Listen
Verbal Skills
Projects Self-Confidence



Networking The Basic

Why Network

The Golden Rule of Networking

The 5 Steps to “Plug In”

Career Goals

Why Network?

70% of jobs result from networking

Personal referrals are 80% more effective

Average person has 250 contacts

Six degrees of separation

Exposure – who knows you?

The Golden Rule of Networking

**“Think first of what you have to share and
then be prepared to graciously give it
away”**

The 5 Steps to “Plug In”

Set your Career Goal

Decide to Network

Tap the Power within

Develop your Action Plan

Embrace a New Way of Life

Set your Career Goal

Well defined career goal

Clear and concise elevator speech

Identify needed support and resources

Think self promotion

Goal Statement

My short term career goal is

My long term career goal is

The Power Within

- You are the power source in the Network
- Know yourself, be honest
- Know your business skills/ expertise
- Your networking profile

Your Action Plan

Prioritize areas of focus

Develop your marketing strategy

Identify networking needs

List existing networks/relationships

Be selective

Set timelines and realistic metrics

“ The individual who wants to reach the top in business must appreciate the might of the force of habit—and must understand that practices are what create habits. He must be quick to break those habits that can break him—and hasten to adopt those practices that will become habits that help him achieve the success he desires.”

J. Paul Getty

Exercise 1 – Pros and Cons

List five pros and five cons of networking

PROS	CONS

Sample

PROS

1. Time
2. Energy
3. Inconvenience
4. Cost
5. Obligation
6. Involvement

CONS

1. Ideas
2. Leads
3. Advice
4. Support
5. Brainstorming
6. Involvement

The Secrets of Savvy Networking, 1993

Believing in the Benefits

Identify why you are there

Plan your payoff

Fun is the bottom line


Build a millionaire's Rolodex

Panel Discussion

What are the Key Networks?

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What are Strategic Career Moves?

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**How to Know When to
Make a Career Change
“How to Trust My Inner-
Self”**

**What I wish I had
known**

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“How to Have It All?”

**What Do We Mean by
“ALL”**

Skill Development

**How to Recognize and
Seize
Career Opportunities**

How to seize Career Opportunities

Be Prepared:

Education

Experience

Excellent Performance

Enthusiasm

Ethics

Don't get in your own way: Take the RISK

Communications kills

% of employers rating skill as *vital* or *very important*

Oral communication	92%
Listening	89%
Reasoning Skills	81%
Written Communication	75%
Presentation Skills	75%

Process / Management

% of employers rating skill as *vital* or *very important*

Skills / Qualities

Willingness to learn	85%
Problem Solving	73%
Decision Making	70%
Planning	67%

Personal Skills

% of employers rating skill as *vital* or *very important*

Team working **86%**

Independence and Initiative **80%**

Coping with Uncertainty **76%**

Self confidence **73%**

Stress Tolerance **73%**

➤ *Plus Computer Literacy*

Skills for Work Survey

- ▶ Over 80% of Employers rated the following 6 qualities / skills as Vital or Very Important:
 - ▶ Oral Communication
 - ▶ Listening
 - ▶ Team Working
 - ▶ Willingness to Learn
 - ▶ Reasoning Skills
 - ▶ Independence and Initiative

Develop a Game Plan



Having a game plan prepares you to network and connect with others

- Want To Get ...
- Have To Give ...

Chance favors the prepared mind

Are you Focused?

How do you present yourself?

How do you describe your business?

How do you convince clients or
customers to seek you out?

Your Audio Logo

The ability to clearly and concisely state what you do gives you immediate credibility and shows others you are focused

Key Phrases

“I love helping people...”

I make sure my clients...”

I enjoy...”

I am committed to working with people
to...”

I am dedicated to...”

My focus is to...”

People Power, 1995

The Roadblocks: Mother's Dire Warnings

“Don't talk to strangers”

“Wait to be properly introduced” (The
Scarlet O'Hara Syndrome)

“Good things come to those who wait”

“He/she only wants one thing!”

The Remedies: Removing the Roadblocks

Redefine the term “stranger”

Practice a self-introduction

Move from “guest” behavior to “host” behavior

Respond to rudeness as you would to the flu - and fly the coop!

Expand your comfort zone

What steps am I willing to take?

What settings?

Who do I know who is a great networker?

What do I notice about this person and what can I learn?

MAKE A CONNECTION!!

Small talk leads to big results

If small talk is good, large talk is better

KISS

Arm yourself with three pieces of interesting information (a statement, a question, a self-revelation)

Prepare your small talk - read local newspapers, magazines and newsletters

Information is power!

The Art of small talk: just do it!

People like to talk about themselves

Call people by name

Use humor (in good taste)

Show genuine interest (Giver's Gain)

Just Do It!

It's in the Cards

Keep it simple and readable

Develop a system for carrying & collecting

Make notes on cards - have a pen!

Bring enough

Never leave home without them

Do not pass out brochures - too bulky, etc.

Pass them out discriminately

Pass them out during a conversation when there's a stated reason for exchange

One for you - one to pass along

Managing the Mingle: role of the Host

Greet people

Make sure they're taken care of

Introduce people to each other

Take charge of your participation

Managing the Mingle: it's a science!

- ▶ Keep it moving!
- ▶ Introduce yourself
- ▶ Wear your nametag (on the right side)
- ▶ Remember - everyone is uncomfortable
- ▶ Be professional at all times
- ▶ Have supplies handy (cards, pen, planner)
- ▶ Know how to end a conversation
- ▶ Relax and have fun
- ▶ Thank sponsor and person who invited you

Waking up from the Name Nightmare

During the first seven seconds of meeting, no one listens

If you can't remember someone's name, tell the truth (with humor)

State your name

Decide to remember

Repeat the person's name while shaking hands

Look for traits and word or name associations

Body language: it counts!

Word	<u>7%</u>
<i>Verbal</i>	<i>7%</i>

Tonality	38%
Body Language	<u>55%</u>
<i>Nonverbal</i>	<i>93%</i>

ENGAGE Formula

- E** Eye contact
- N** Nod
- G** Grin
- A** Aim your attention
- G** Gesture appropriately
- E** Easy posture

Body language: voice

Speed

Pitch - low is more credible

Volume

Tape record yourself and critique

Top Networking Traits

Follow up on referrals (only if you want more...)

Positive attitude

Enthusiastic/Motivated

Trustworthy

Good listening skills

Be prepared...with cards

Have a clear idea of who you want to meet

After The Networking Event Is Over...

Write thank you note or card (handwritten is usually better - more personal)

Follow up on information you learned at the event (send birthday, anniversary card, etc.)

Clip and send articles of special interest

Continue to attend events

10 Networking Turnoffs

- ▶ **1.** Coming on too strong
- ▶ **2.** Being insincere, not paying attention
- ▶ **3.** Making idle promises
- ▶ **4.** Bragging, insisting on one-upmanship
- ▶ **5.** Being too focused on sales
- ▶ **6.** Seeking free advice
- ▶ **7.** Monopolizing the conversation
- ▶ **8.** Being impersonal with business cards
- ▶ **9.** Interrupting
- ▶ **10.** Exaggerating, embellishing and over-complimenting

15 Ways to make the Most of every Networking Opportunity

1. Mingle like a master
2. Learn what you need to know
3. Identify what you want to accomplish & the people you want to talk to
4. Think about how you want to present yourself
5. Have your networking supplies handy
6. Take charge of your participation
7. Be people-focused rather than self - focused

15 Ways (Cont'd)

8. Listen
 9. Call people by their name
 10. Exchange business cards when the time is right
 11. Keep the flow going
 12. Use body language to connect & communicate
 13. Relax, have fun, and enjoy yourself
 14. Say thanks
 15. Follow up
- People Power, 1995



Thanks!

Identify Networking Opportunities

Chambers of Commerce

Professional Conferences

Social Clubs & Churches

Networking Groups

Professional Associations

Alumni Associations

Charitable Organizations

...

Put your Network to Work

Build your credibility

Learn to trust and be trustworthy

Take the time to keep in touch

Mind your manners

Let your contact know your plans

Use your business cards effectively

Talk Problem-solving

Pull the String

Remember the Quiet Side of Networking

Say "Thank You!"

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Thank You for your
attention!!!