

Today's Agenda


- What is Networking?
- Objectives
- Skills
- Tools
- Resources & Venues
- Structure
- Process

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Networking

- What it is: "An interconnected system of cooperating people"
- What it isn't: "Working the Room"



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Objectives

- Buying
- Selling
- Brokering
- Growing

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Buying & Selling

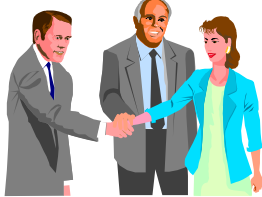
- Products & Services
- Advice
- Human Resources



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Brokering

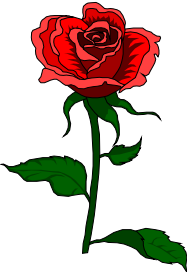
- Products
- Services
- Connecting People



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Growing

- Knowledge/Skills
- Friendship
- Support System



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Skills

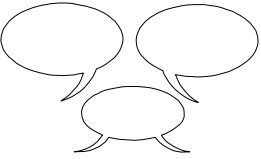
- Asking
- Listening
- Telling
- Giving
- Taking

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Asking

- Asking "open ended" questions
- Utilizing your knowledge about the business/industry/situation




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Listening

- Listening empathetically and understand the other's needs and concerns
- Reading all clues
- Focusing on the speaker rather than your own response

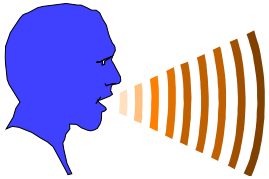


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Telling

- Focusing on what the "listener/customer" is interested in
- Responding to the question, "What brings you here today?"
- Articulating the benefits that you offer



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Giving




- Willingness to give without expecting something in return
- "Building the cosmic bank account"
- Making the first move

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Taking

- Applying networking opportunities toward balancing your life
- Giving others a sense of value by soliciting and accepting their help – "reciprocity"



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Tools

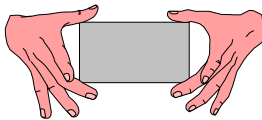


- Business Cards
- Social Media Presence
- Resume
- Website/Brochure
- Database

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Business Card


- Don't be caught without it!
- Keep a supply in your briefcase, wallet, car, etc.
- "Be prepared"



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Social Media Presence

- LinkedIn
- Facebook
- Blogs



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Resume/Website/Brochure

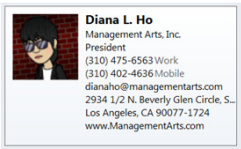


- What is your BRAND?
- How will you ensure "brand consistency?"

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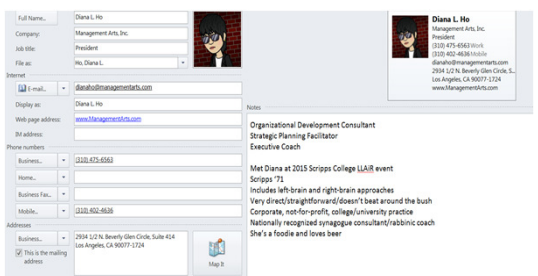
Database

- Organize your contacts!
 - Use an electronic database
 - File business cards
 - Maintain a rolodex
- Make note of date and context of the connection
- Periodically update and purge



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Database - Details!



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Other Resources & Venues

- ⌘ Friends & Relatives
- ⌘ Peers & Associates at Work
- ⌘ Social Activities
- ⌘ Alumni Functions/Directories
- ⌘ Civic & Religious Groups
- ⌘ Children's School
- ⌘ Professional Associations
- ⌘ Continuing/Special Education
- ⌘ Special Interest Groups
- ⌘ Cold Calls

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Other Resources & Venues


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Other Resources & Venues

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Network Structure

- Primary
 - Mentors/Experts
 - Peers
- Secondary
 - Resources/Suppliers
 - Proteges




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Primary Network

- Mentors/Experts
 - Teachers
 - Authors
 - Speakers
- Peers
 - Same & Other Organization
 - Same & Other Industry

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Secondary Network

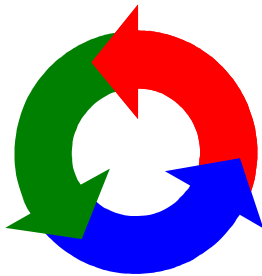
- Resources/Suppliers
 - Consultants
 - Printers
 - Artists
 - Writers
- Proteges
 - Individuals
 - Groups

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Networking Process

- Set objectives and goals for personal and professional development
- Identify present network and plan for potential connections
- Make connections and follow-up



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