

# BUSINESS NETWORKING

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Career Transition Series

- Building a Foundation for Success
  - Write you Personal Vision
  - Dress to Connect
  - Identify your communication style
  - Create and practice your concise introduction
  
- Networking to Build Business Connection
  - Define Networking (why network)
  - Identify your network contacts
  - Develop your Personal Networking Plan
  - Understand networking types and technologies
  - Practice networking scenarios
  - Summary of networking process & activities (final Activity)
  
- Final Thoughts & Feedback

# **MODULE 1**

## **NETWORKING IS...**

# **PURPOSEFUL COMMUNICATIONS**

“Before  
everything  
else, getting  
ready is the  
secret to  
success”

*Henry Ford*



“You need a very, exceptionally clear vision. And to me, a vision is something that you can say in one sentence. The fewer words the better.” Ron Johnson, Apple

# YOUR PERSONAL VISION

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“Create the highest, grandest vision possible for your life, because you become what you believe”

Oprah Winfrey

# DEFINE YOUR VISION FOR WORK

Prepare to market yourself

- What type of work is ideal for you
  - What is your work objective
    - »» Type of position (full-time, part-time, consulting)
    - »» Use which expertise
    - »» Area of focus
    - »» Industry
  - Where do you best contribute your talents
- **ACTIVITY:** Assess skills and knowledge
- Differentiate Can do – Will do – Right fit choices
- Assess income requirements
  - Interpersonal
  - Technology
  - Communications
- **ACTIVITY:** Group brainstorm job ideas for each

“You can not climb the ladder of success dressed in the costume of failure.” Zig Zigler

“You will miss the chance to share your professional qualities if you are being dismissed because of the way you dress”

# DRESS TO CONNECT

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“Dress for success. Image is very important. People judge you by the way you look on the outside” - Brian Tracy

## DRESS FOR THE JOB YOU WANT

Every encounter matters

- Dress for the job you want
  - Polished & Professional
    - In the image of the profession
    - How would customers expect to see you dressed
  - Most appropriate for you
    - Clothes that suit your body shape
    - Clothes that reveal your personality (conversation starter)
- For the way you want to be addressed
- Dress for the protocol of the networking event
  - Ask about dress code
- What to avoid
  - Class input



“Take advantage of every opportunity to practice your communication skills so that when important occasions arise, you will have the style, the sharpness, the clarity, and the emotions to affect other people” Jim Rohn

# COMMUNICATION STYLE

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## COMMUNICATIONS

### Active Listening

- Listen with your eyes
- Listen to understand ‘why’ something is said; as well as ‘what’
- Listen for emotion and then reflect
- Listen non-judgmentally; whether agree or not, respect the speakers points of view
- Listen with empathy; find value in understanding what is shaping he/r feelings
- Listen with your mouth closed
- Monitor personal non-verbal communication
- Monitor emotional filters

“10% of conflict is due to difference of opinion and 90% is due to wrong tone of voice”

Veja Mariz

## COMMUNICATIONS

### Your Voice **and** Words

- Excitement vs. Anxiety
- Warmth vs. Anger
- Energy vs. Exhaustion
- Friendliness vs. Fear
- Confidence vs. Boredom
- Empowerment vs. Control
- Pleasure vs. Distress
- Enthusiasm vs. Annoyance
- Hope vs. Sadness
- Passion vs. Non-Interest

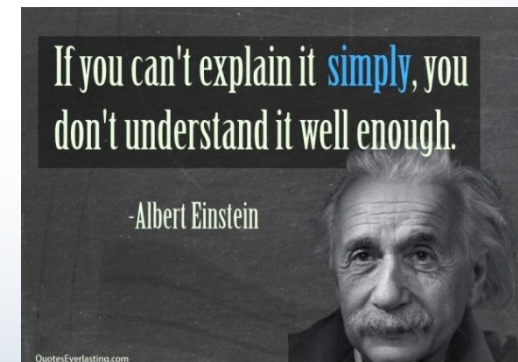
Activity:  
PRACTICE  
EFFECTIVE  
COMMUNICATIONS



# YOUR CONCISE INTRODUCTION

“If you can’t explain it simply, you don’t understand it well enough.” *Albert Einstein*

*If the listener has to enter your world to see your expertise, you haven't done your job. You need to know the subject so well you can make analogies on the fly to match the listeners' frame of reference.*



## PERSONAL NETWORKING INTRODUCTIONS

- Basic Format – Your commercial
  - Direct and to the point—Tagline
  - Specific
  - In person
  - On the phone
  - Through Email
- Key components of introduction
  - Name
  - Snapshot of past work or situation
  - Why looking for work
  - Why talking with them
  - What you want from them (never ask for a job)
  - Ask a question (can you help, will you refer, suggestions, meeting)

ACTIVITY: Intro practice sessions



# MODULE 2 NETWORKING IS...

## PROCESSES OF BUILDING RELATIONSHIPS





You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you. - Dale Carnegie

“The richest people in the world look for and build networks, everyone else looks for work.”  
Robert Kiyosaki (Rich Dad Poor Dad)

# WHY NETWORK?

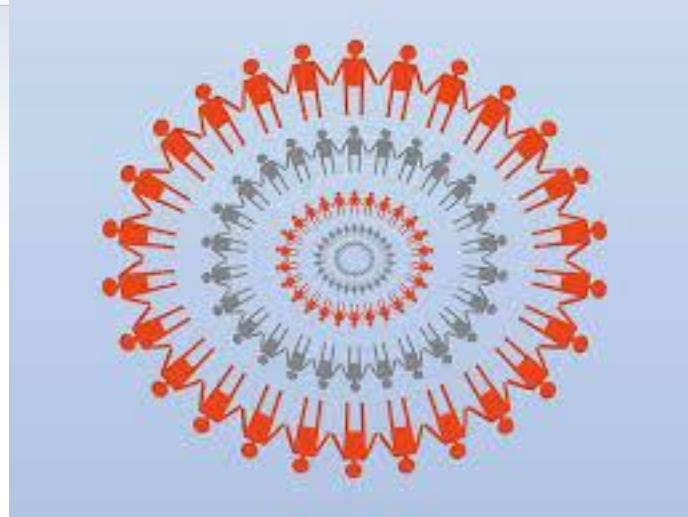
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Why are you networking?



## PERSONAL NETWORKING IS A MARKETING TOOL

- Finding work is a business marketing activity
  - You are your product and service
  - Research and conduct due diligence about your audience
  - Relationship building helps you stand out & achieve
    - People do business with attitude, gratitude, discriminators in products and services
    - People do business with people they trust
    - People do business with those have have passion in their voices and eyes
- Plan your marketing strategy
  - Meet the right people
  - Connect with new people
  - Sustain and build on current relationships
  - Facilitate winning relationships
- Prepare for your work
  - Advice: Learn about your industry
  - Assistance: Reach out to your network to gather intelligence
  - Influence: You become like those with whom you associate
  - Establish long lasting business contacts—your word to anyone is the most valuable asset that you can give someone



# WHO IS IN YOUR NETWORK?

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You have a larger network than you think



# NETWORK CONTACTS

## Personal

- Family
- Friends
- Neighbors
- Church
- Service Providers
- Medical

## Professional

- Customers
- Former Employers
- Former Co-workers
- Chamber of Commerce

## Organizational

- Fraternity & Sorority
- Social Groups
- Professional Clubs
- Industry Specific Groups
- Schools & Universities

## Other

- Course Instructors
- Placement Agencies
- Banking affiliations
- Brainstorm your list

“A goal without a plan is just a wish”  
Antoine de Saint-Exupery, Aviator

# WHAT IS YOUR PLAN?

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## PERSONAL NETWORKING PLAN

Prepare for networking ease

- Join business and professional groups to develop skills
  - Maximize your visibility by being an active participant
- Join self improvement organizations like Toastmasters or Dale Carnegie
- Take courses (like this) to update skills
  - Interpersonal
  - Technology
  - Communications
- Package your “whole” self
- Target business networking events
- Build a Reference Strategy
- Build an administrative process to manage all networking activities

# Track Referrals

- Create a referral database
  - Name
  - Affiliation
  - Conversation notes
  - Follow-up actions
  - Follow-up timeline
  - Track all contact/communication dates
  - Thank you note sent timely to event date
  - Keep contacts up to date on progress



# Your Comprehensive Networking Plan

Prepare for networking ease

- Identify required research
    - Know your contact
    - Understand your job market
  - Prepare questions specifically addressed for contact
    - Information
    - Advice
    - Referral to others
    - Resource
    - Support
  - Initiate communications with contacts
  - Track
  - Follow-up
  - **ACTIVITY:** Create a Personal Networking Plan.
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- Be sure to get to the conference or class early - help set up and get to know the instructors. Or become an unofficial class (or conference) greeter, meeting folks early and introducing them to one another. If you show up late, you've already missed half the purpose of the event.



# NETWORKING TYPES & TECHNOLOGIES

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### Personal

- Meet with personal contacts
- Attend networking events
- Phone leads in companies
- Set up networking events
- Volunteer for a non profit, in a school, or in a targeted professional area

### Technological

- Online social networking
- Linked In
- Write articles
- Recruiting agencies
- Create a memorable business card



# SUMMARY ACTIVITY

# PRACTICE PRACTICE PRACTICE

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## NETWORKING IS...

**SYSTEMATICALLY TALKING WITH PEOPLE YOU KNOW TO CONNET WITH PEOPLE, POSITIONS, & OPPORTUNITIES THEY KNOW; AS WELL AS GAIN INSIGHT, GUIDANCE, AND SUGGESTIONS THAT THEY OFFER**



# THANK YOU

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& Next Steps

**IF YOU WANT  
TO GO SOMEWHERE,  
IT IS BEST TO FIND  
SOMEONE WHO HAS  
ALREADY BEEN THERE.**

- ROBERT KIYOSAKI

