

10 TACTICS FOR NETWORKING WITH CONFIDENCE

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OBJECTIVES

At the end of the session, attendees will:-

- Have an understanding of common fears around networking and how to overcome them
- Know how to control nerves around networking by controlling their physiology
- Have a range of tactics and strategies to build confidence in their networking ability

01

ANYONE CAN NETWORK.



Extroverts love to meet new people.
Introverts love to listen.



02

THE BEST WAY TO GROW IS TO SERVE.

Go along with the intention to help others, rather than to see what you can gain.

B.R.E.A.T.H.E.

03



Breathe

Rhythmically

Evenly

And

Through the

Hearth

Everyday

04

DO YOUR RESEARCH.



Find out who'll be there, do your homework and make a beeline.



Networking is about utilising the people you know to get to people you don't know.

05

NETWORK WITH PEOPLE WHO ARE GOOD AT NETWORKING.

06 MAKE A GREAT FIRST IMPRESSION.

- a) Firm handshake with eye contact and smile
- b) Deliver a strong elevator pitch
- c) Ask interesting questions



06_b

DELIVER A STRONG ELEVATOR PITCH

- i. Introduce yourself**
- ii. Describe your job by the problem that you solve**
- iii. What are you working on?**
- iv. What's your USP?**
- v. What are you looking for?**

“Hi, I’m Louise White. I design and deliver learning experiences that create lightbulb moments for leaders to help them reach their full potential.

I’m currently working on embedding a new leadership programme that I’ve been project managing from initial idea to launch, which aims to give our 500+ leaders access to the learning they need, when they need it in the way they want to learn.

The last major training programme I developed was nominated for 3 national awards, including a British Insurance Award, so I’d love to emulate that success and win it next time!

I’m here to meet some new people and learn more about other businesses.”

30-40 seconds

Write it out

Edit it

Record it

Practise it

06C ASK INTERESTING QUESTIONS

“How could I be helpful to you?”

“How long have you been doing what you do?”

“What is your background / experience?”

“What does a typical work day look like for you?”

“What brought you to this event?”

“What made you want to do what you do?”

“What are you working on at the moment?”

“What’s your favourite part of your job?”

“What challenges are you facing at the moment?”

“What are you most proud of?”

“How did you get into your industry / role?”

“What are you hoping to get from today?”



PUT IT INTO PRACTICE

1. Stand in 2 parallel lines.
2. You will have 3 minutes to network with the person standing opposite you.
3. When the timer sounds, the line will shift so that you are opposite someone new.
4. Repeat to form 5 new connections in the next 15 minutes.

07

JOIN A QUEUE.



Queues for the buffet, bar or loo's make for an easier start to a conversation, a captive audience and a quick escape if the conversation dries up!

You're not the only nervous one!

Go over to someone on their own or invite them to join your discussion. You will be looked on by others as a connector.



08

RESCUE SOMEONE!



09

Good networking is not about collecting a large number of email addresses or business cards from people who don't remember giving them to you!

It is about building quality relationships.

QUALITY NOT QUANTITY

10

FOLLOW UP OR FADE AWAY.



Connect on LinkedIn, drop them an email or give them a call.

But do it soon!

- 01 ANYONE CAN NETWORK.
- 02 THE BEST WAY TO GROW IS TO SERVE.
- 03 B.R.E.A.T.H.E.
- 04 DO YOUR RESEARCH.
- 05 NETWORK WITH PEOPLE WHO ARE GOOD AT NETWORKING.
- 06 MAKE A GREAT FIRST IMPRESSION.
- 07 JOIN A QUEUE.
- 08 RESCUE SOMEONE!
- 09 QUALITY NOT QUANTITY
- 10 FOLLOW UP OR FADE AWAY.

DO

DON'T

- 01 Spend the whole time looking at your phone.
- 02 Only talk to the one person you actually do know.
- 03 Hide in the loo's, the corner or 'making a call' outside.
- 04 Speak more than you listen.
- 05 Ask too many questions without sharing anything about yourself.

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ANY QUESTIONS?