

A person with a backpack stands on a rocky mountain peak, arms raised in triumph. Below them is a vast valley with green fields and a small town, surrounded by rugged mountains. The sky is filled with large, white clouds.

**Not Peer Reviewed**

# **Networking for Career Success With Susan Heaton-Wright**



# Learning Objectives

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- Learn why networking is crucial for personal career and business success
- How to create a plan and prepare for a networking event
- Planning your network; recognising where there are gaps and how to fill them with valuable contacts
- Discovering which network events - and other events that will be appropriate and valuable for you to attend and invest money in
- Having conversations and knowing when to move on to a new conversation
- The essential part of networking: the follow ups and keeping in touch with people
- Networking online: some clear tips



A high-angle photograph of a modern office lounge. The room features large, floor-to-ceiling windows with dark frames, allowing natural light to fill the space. The floor is made of light-colored square tiles. Several people are seated at small, square, dark-colored tables, engaged in conversation or working. The tables are arranged in a row along the windows. The chairs are modern, with some being white and others dark. A dark, semi-transparent rectangular overlay is positioned in the lower half of the image, containing the text "Networking events" in white. In the bottom right corner, the text "P2" is visible.

# Networking events





# Conference Networking



# Virtual events and networking







# Networking on Social Media





Business Sector Networking and events

# Where to network – (VIRTUALLY!)

Business  
networking

Conferences

Seminars

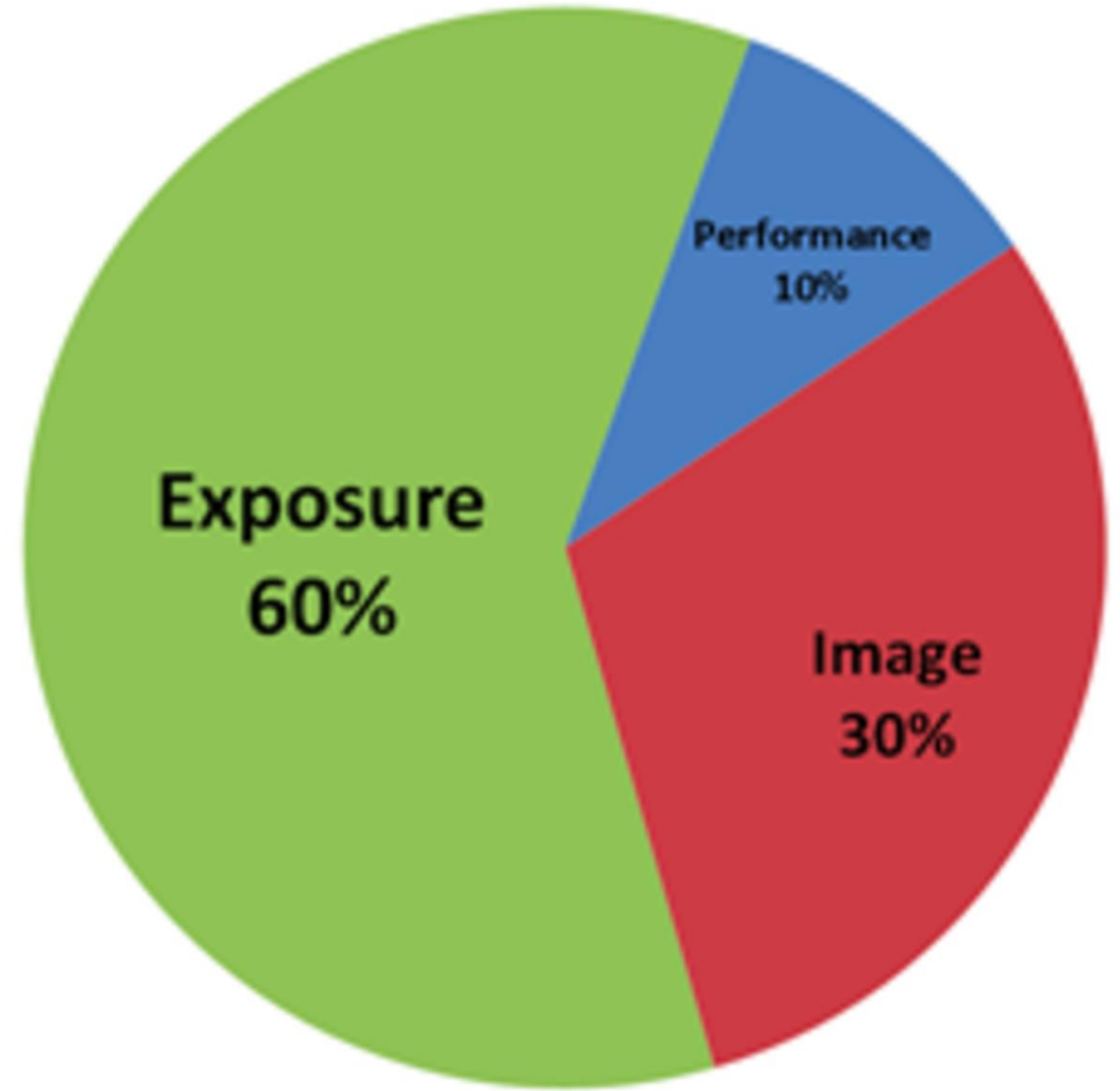
Business  
Sector  
Associations

CII

Where else?  
Ideas



# Harvey J Coleman Empowering Yourself







HM Revenue  
& Customs

**P45 Part 1A**  
**Details of employee leaving work**  
Copy for employee

**1** Employer PAYE reference  
Office Number    Reference Number  
848    /    A848

**2** Employee's National Insurance number  
AB123456C

**3** Title - enter MR, MRS, MISS, MS or other title  
Mr  
Surname or family name  
Barley  
First or given name(s)  
Nathan

**4** Leaving date DD MM YYYY  
09    04    2015

**5** Student Loan deductions  
☐ Student Loan deductions to continue

**6** Tax Code at leaving date  
500L  
If week 1 or month 1 applies, enter 'X' in the box below.  
Week 1/Month 1    ☐

**7** Last entries on P11 Deductions Working Sheet.  
**Complete only if Tax Code is cumulative.** If there is an 'X' at box 6 there will be no entries here  
Week number        Month number    1

Total pay to date  
£    2000.0    p

Total tax to date  
£    316.4    p

There are  
many talented  
people looking  
for jobs





85% jobs filled by  
networking

chat





# Your network



1. Recognise
2. Know
3. Like
4. Trust
5. Support
6. Advocate
7. Friend (moving into personal network)

## The Structure of a Network





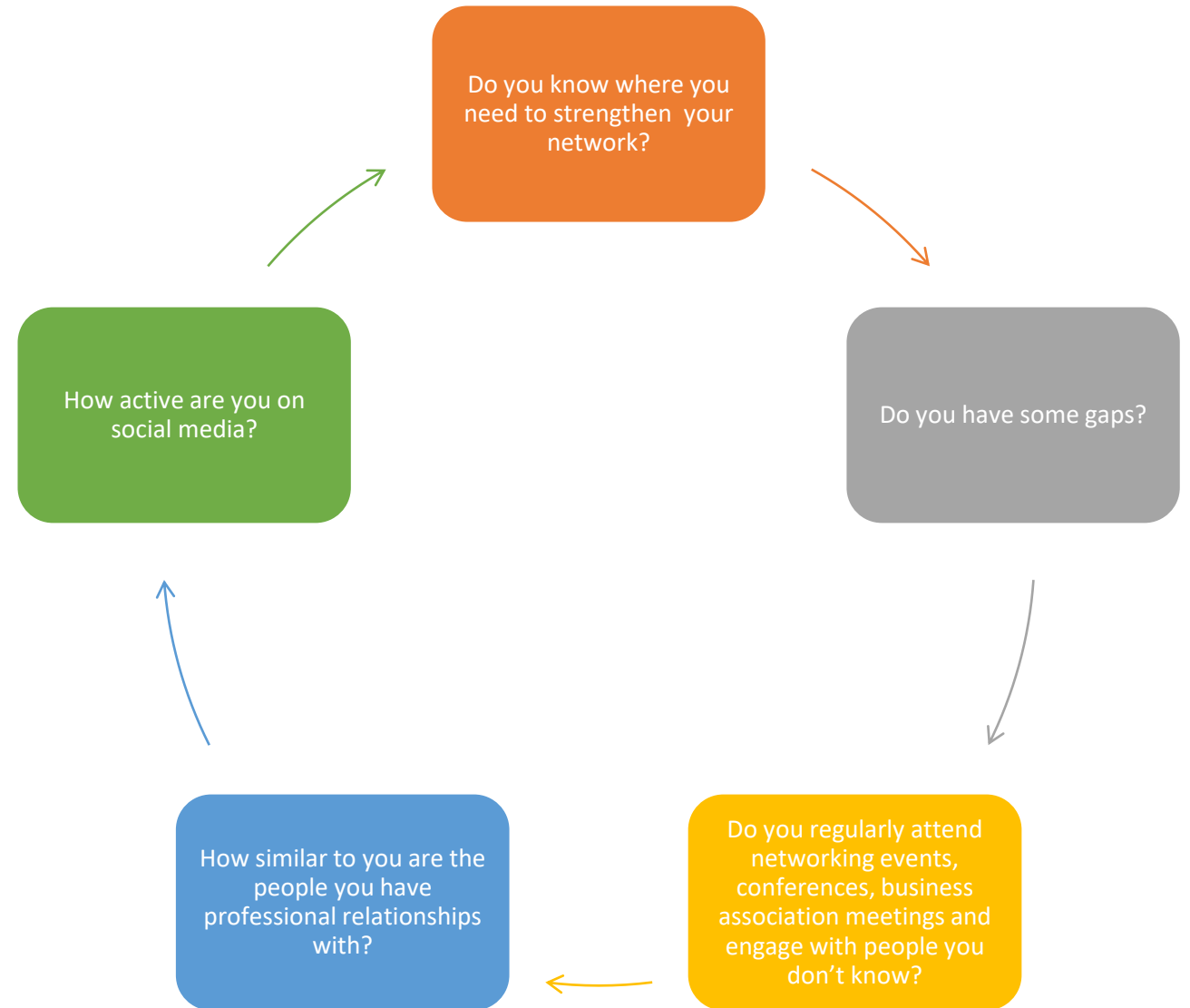
# Different relationship management







# Building your network





# Nurturing your network

Are you investing time into following up with new contacts?

How active are you maintaining contact with people with whom you already have in your network.

How willing do you think your existing network is to support you

How much weight do you give to relationship building in your day-to-day activity?



# Leveraging your Network

How comfortable are you asking for help?

Do you have a network of people who give you advice and support?

Do your professional contacts understand what you do and how they can help you?

How likely are you to ask for key introductions rather than trying to reach out on your own?

Do you regularly support your network and do they ask you for help?



# Small Talk Bingo

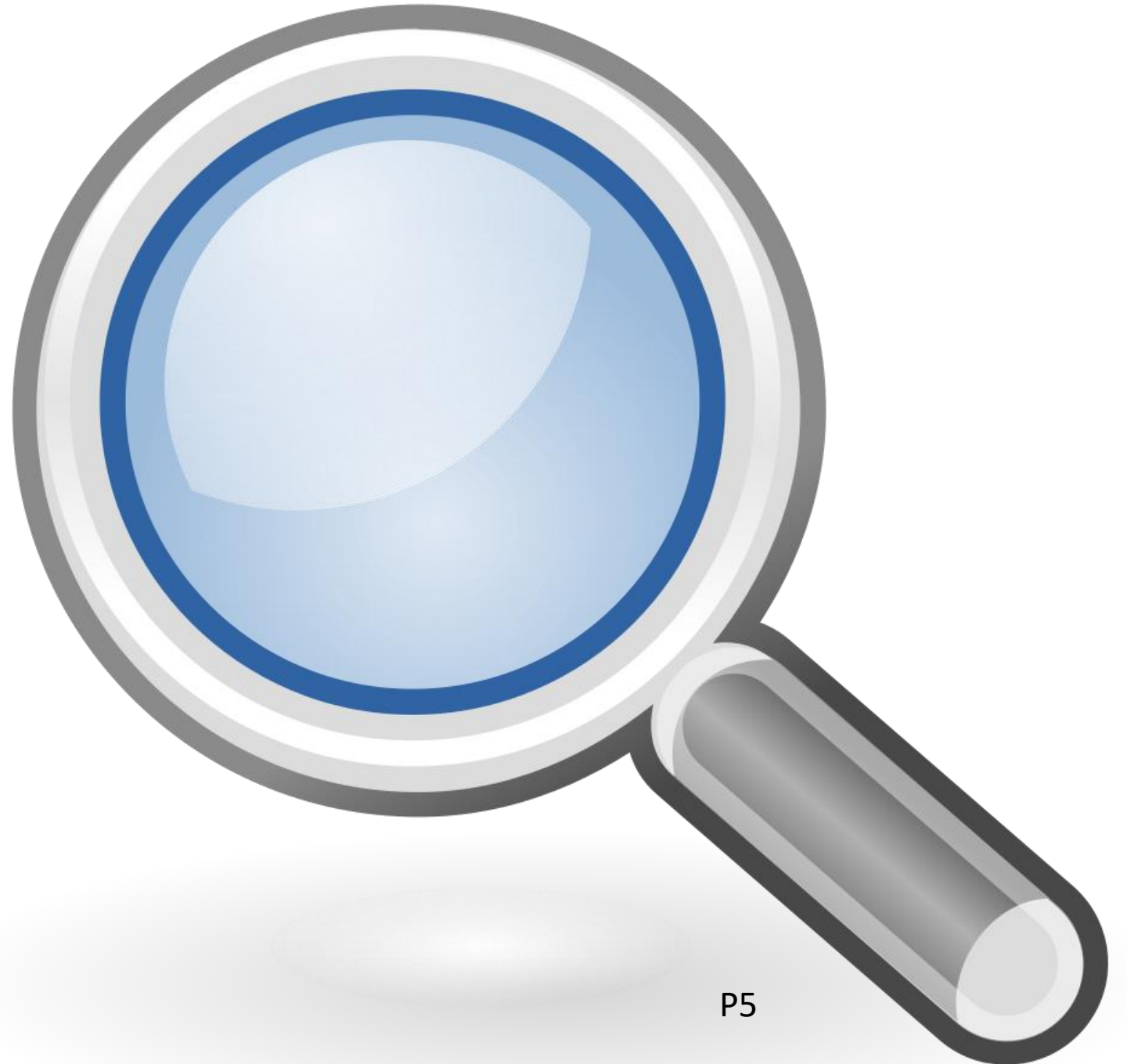
<b>Where have you travelled from?</b>	<b>Where do you live?</b>	<b>How long have you lived there?</b>	<b>Hobbies</b>
Family	children	Pets	Football team you support
Where are you planning your holiday?	Have you seen any good films recently?	What is your job	How long have you worked there?



# Be a great detective

As preparation before a meeting or event;

- Find out who will be there (names)
- Do some detective work
  - Who do you know in common
  - Do you have any common interests?
  - Do you know anyone from their company?
  - Other facts, such as you attending the same university as them
  - Could you ask the organizer to be introduced to specific people?



# Following up after an event



FOLLOW UP BY EMAIL  
WITHIN 24 HOURS. SHOWS  
RELIABILITY



TRY TO LINK UP ON  
LINKEDIN AFTER THAT



WITHIN A WEEK, IF IT IS  
APPROPRIATE ARRANGE A  
VIRTUAL COFFEE



AVOID SELLING: THIS IS  
ABOUT BUILDING  
BUSINESS RELATIONSHIPS



A woman with blonde hair is shown from the side, looking down at a laptop keyboard. The image is partially obscured by a teal overlay and a black banner. The background is a wooden surface.

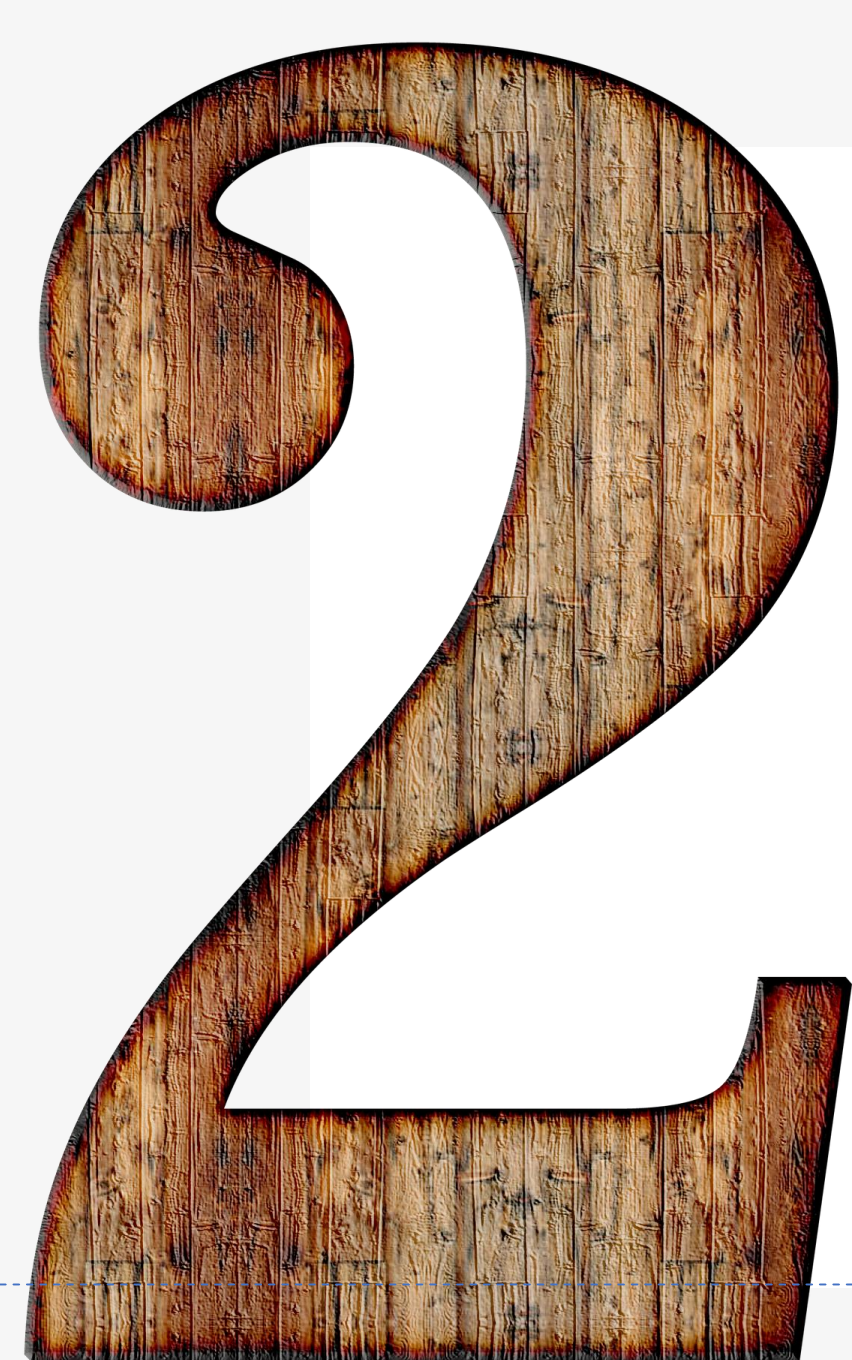
TOP TIPS

# **Top Tips for Keeping in touch with Contacts and Clients**

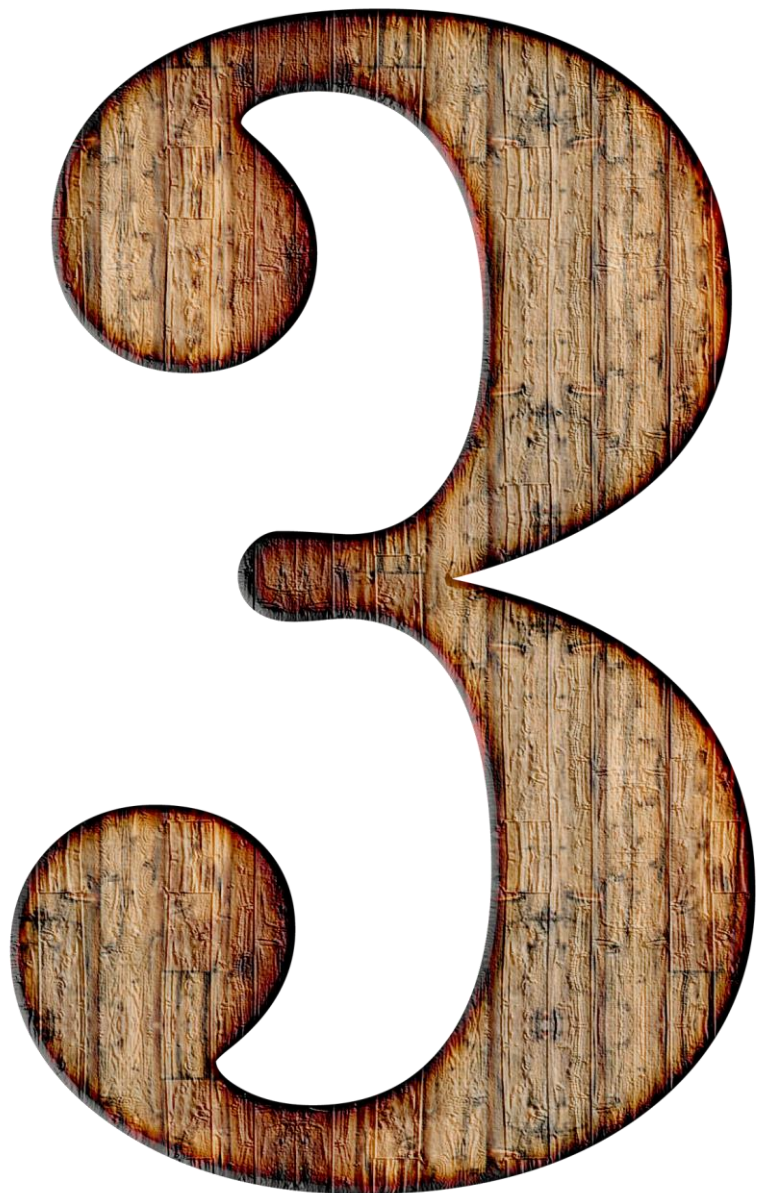


Check if they are  
attending a specific  
event





Who else is in the  
area?



Meeting for virtual  
coffee or lunch

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” I saw this and  
thought of you”  
article, podcast or  
VLOG



Pick up the phone and  
have a chat

Chat – what else





Introduce  
and refer  
people to  
each other





# Networking on LinkedIn



# 5 Immediate actions for LinkedIn



Whenever you meet someone request a connection



Ask advice



Like and comment on other people's posts



Introduce people in your network you believe will be interested in talking to each other



Search for people in companies and positions where you have 'gaps' in your network and request a connection.





# Remember

Networking is about building your  
own business relationship, not  
selling

First action

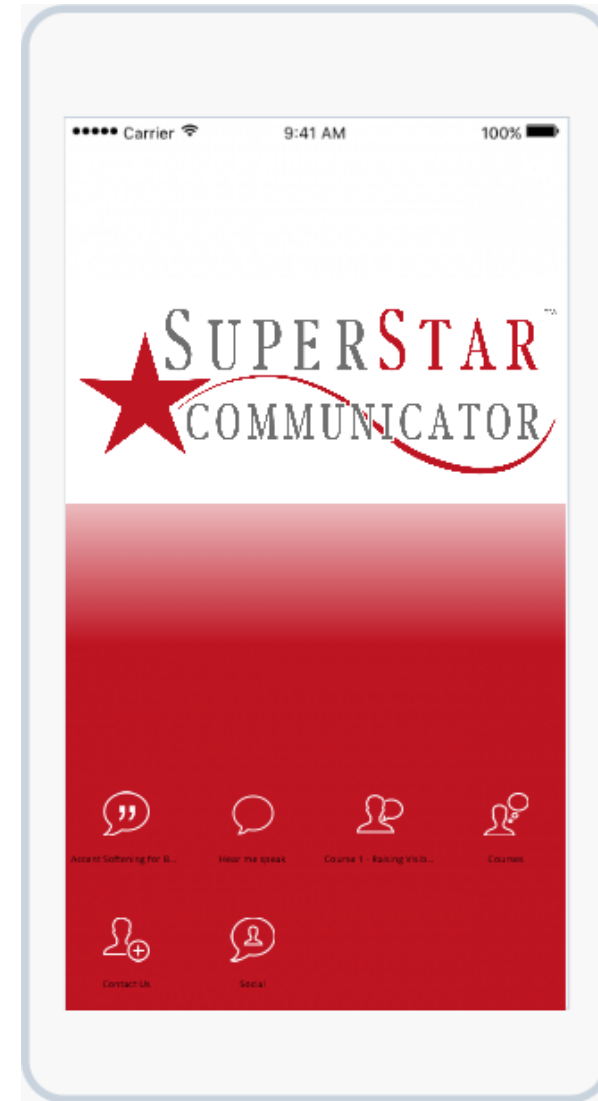


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# Superstar Communicator APP

- <https://bit.ly/2Wza2gO>
- Available on Apple and Google play
- Go to 'Slides, notes. Learning'
- NXT GEN







Linkedin Susan Heaton-Wright  
Twitter @superstarcomms  
Instagram @susanheatonwright1  
Podcast iTunes Superstar  
Communicator

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