

**TOTAL
EXCELLENCE
CENTRE™**

Networking for Success



What Networking Means to Me

- Walking into a room full of people
- Going up to people
- Interrupting people
- Introducing self to people
- Talking to people
- Feigning interest in people
- Using superlatives



Use Superlatives to Hone

- WOW!!!
- REALLY???.....REALLY ???
- INCREDIBLE!!!
- AMAZING!!!
- AWESOME!!!
- That's so true

NB – Look & sound “intensely Enthusiastic



What Networking Means to Me



- Balancing a plate, a sandwich and juice
- Avoiding spillage while talking to people
- Holding a paper cup and hot drink

What Networking Means to Me



- Managing the buffet
- Managing the toaster

What Networking Means to Me



- Sitting and eating at a table with people (Choked on bacon)
- Being with professional “Networkers”

**Networking for
Success**

**Welcome to My
Hell**



Session Aim

- To give you a variety of skills, knowledge, tools, techniques, tips & “tricks of the trade” to be able to communicate, connect and engage with people on a variety of occasions
- To make you proficient, confident & adaptable in the field of Networking



Session Content

- Learn a range of tips for effective networking
- Outline the skills and characteristics of an effective networker
- Gain an awareness of different networking opportunities
- Getting the most from your networking opportunities

Networking Opportunities



LinkedIn 



Don't Lose Sight of the Aim of Networking

- To build up a network of connections who may be able to influence the growth and the success of you and or your business
- The primary goal of networking is to build long-lasting professional relationships that are mutually beneficial for all parties involved.



Networking is Not



To find friends

To Have a nice meal

To talk about your ailments

Skills & Characteristics of an Effective Networker

- Rapport Building
- Ability to make a 'connection'
- Showing genuine interest in others
- Questioning Skills
- Listening Skills
- Appearing cool, calm, confident and in control

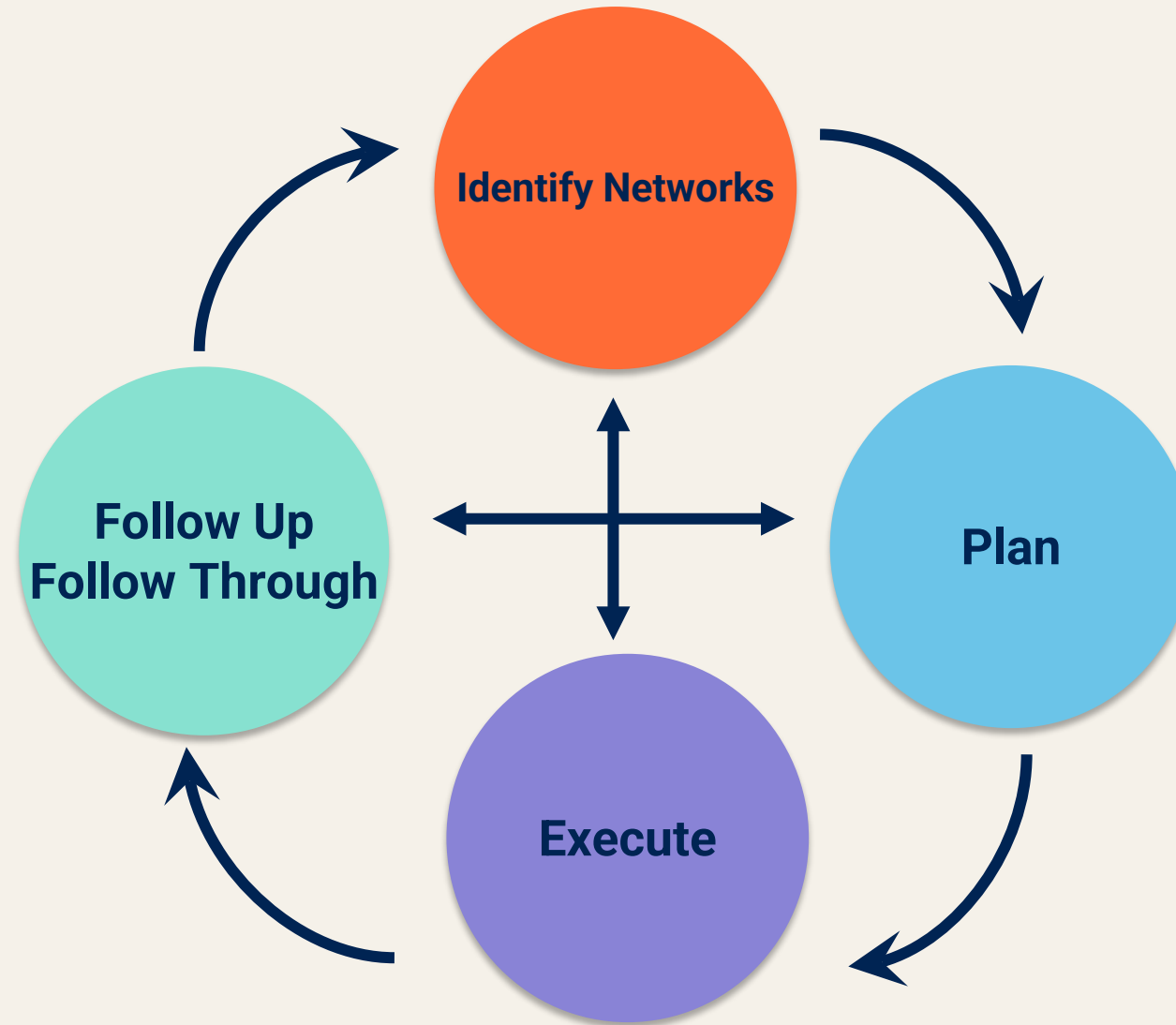


Skills & Characteristics of an Effective Networker

- Being Sincere & Authentic
- Ability to 'self disclose'
- Being emotionally intelligent (pick up the signals)
- Knowing when to move on
- Rounded life experience



Model for Networking



Be Prepared

- Find out about the event (should you even be going)
- Talking shop or adding value?
- What is the aim of the event?
- Who's going? – anyone/any business you want to target?
- Prepare an informal 'elevator pitch'
- Pack 'business cards'/contact details
- Have a loose plan of campaign
- Schedule 'appointments' prior to attending
- How long will it last – build in slack
- Consider Dress Code

Top Tips for Networking (How to 'Play the Game')



Networking

Tips

- Arrive early at the event you do the 'meeting and greeting'
- Be prepared (practically and mentally) – Give yourself a quick 'pep talk'
- NB most good networkers feel nervous/uncomfortable as you
- Go on your own
- Push yourself forward
- Make a contact quickly/make a contribution quickly
- Don't be afraid of small talk Align to the purpose of the event

Top Tips for Networking (How to 'Play the Game')

- Be conversational
- Focus on quality over quantity
- Build momentum (speak to 'stragglers first')
- Focus on how you can help them
- Stay on topic
- Take a pen and paper /device to capture your interventions
- Ditch the Pitch
- Consider dress code – Dress with Intention
- Don't be too familiar too quickly – Read the room
- Listen more than you talk
- Consider your non verbals



Top Tips for Networking (How to 'Play the Game')

- Leave a positive impression
- Follow up your contacts
- Send a 'Linked In' request
- Personalise your follow up message
- Don't get drunk



Creating an impact at a networking event

- Enter the hall with presence (Pace, Eye Contact, Posture & Deportment)
- Look as though you are organised & prepared
- Make a quick first contact
- Fine tune your 'small talking' skills
- Talk about them not you
- Listen and show you are listening
- Smile
- Firm handshake



Creating an impact at a networking event

- Don't try to 'sell' too quickly or at all
- Watch your body language
- Don't give too much about yourself too soon
- Focus on how you can help people not on what you do
- Don't constantly butt in (save up a contribution)
- **NB People buy from people – Increase your 'Likeability'**



Small Talk

- Don't over think it – Play the Game
- Talk about Weather/Travel/your journey here
- Introduce Yourself Quickly
- Remember & use the other person's name
- Talk about the venue/the event/the speakers/the buffet
- Talk about your experience of networking events
- Ask Questions You! You! You! Not Me! Me! Me!
- Find Common Ground
- Ensure small talk is aligned to the purpose of the event
- **NB Small talk should be conversational not inspirational or controversial**



Linked In & Networking

- Optimise your Linked In Profile
- Reply to messages/posts promptly
- Sign up for Linked In Groups
- Post Frequently
- Include a professional headshot picture
- Send welcome greeting messages (make them personal)
- Comment on your network's posts
- Don't make everything about yourself
- Don't be constantly 'selling'
- Don't criticise or make negative comments about others
- Regularly update your profile

Benefits of Networking

- Increases business connections
- You can be inspired
- Increases your 'Visibility'
- Increases your career progression
- Increases Job Opportunities
- Increases your knowledge
- Provides a support network
- Increases your contacts (it's not what you know but who you know)

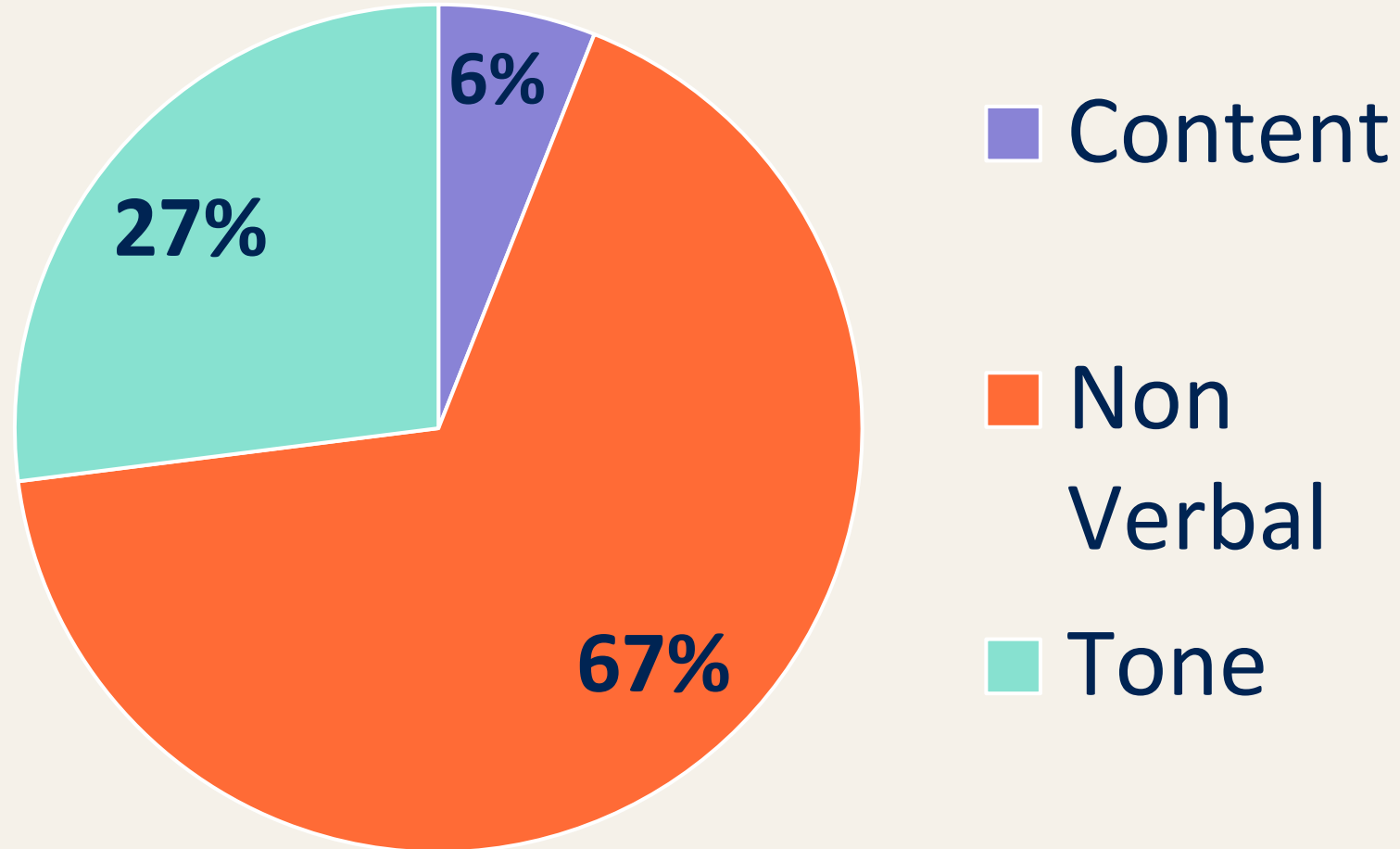


Benefits of Networking

- **Builds your self confidence**
- Builds your business self confidence
- Allows you to access different opinions/approaches
- You get answers
- You develop long lasting relationships
- Makes you mentally fitter
- Gives you a sense of perspective
- Makes you 'see better'



Communication & Networking





Summary and Conclusion

○ Any questions

Training & Development

Blended Learning

HR Consultancy Solutions

1:1 Coaching Support

Behavioural, Attitudinal

& Psychometric Profiling

E-Learning

Tailored training designed around your business.

Reach your business potential with professional expertise and support from our accredited training and coaching experts.