

The Power of Networking

Master Positive Networking
In business and in life

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What are we going to learn?

Successful networking is a life skill that also builds credibility, leadership and influencing skills.

How do you effectively **build** and **leverage** your network to accelerate your career and achieve your personal and professional goals?

Learn **success practices, systems and tools** that can help you incorporate this powerful skill into your busy schedules and daily lives.

Benefits

Why do it?



*While not all successful
people are great
networkers, all great
networkers are successful
people.*

Barriers to Success

1. Only 10% think they are good at it. Only 20% enjoy doing it. 80% of **people don't like doing it** as it makes them uncomfortable, so they avoid it.
2. The **mindset is usually transactional, shortsighted**. What can you do for me today, not what can I do for you.
3. People have **low networking awareness**. Statistically, 50% of the people here did not bring their business cards.

Challenge is to reverse your mindset...

HOW DO WE OVERCOME THESE?

7 Rules or Success Strategies

There are 7 rules of success in building and leveraging successful networks.

BUILD

- ✓ 4 rules to build them
- ✓ including 1 important **GOLDEN RULE!**

LEVERAGE

- ✓ 3 rules to leverage them

Rule #1: Pay it Forward

This is the **THE GOLDEN RULE**

The Power of Generosity. Build a foundation of Goodwill.

Don't keep score!

Help people achieve what they want and need.

Be a Connector. A Broker of People.

Treat EVERYONE equally. You have to kiss a lot of frogs to meet a prince. Your frog is someone else's prince and vice versa

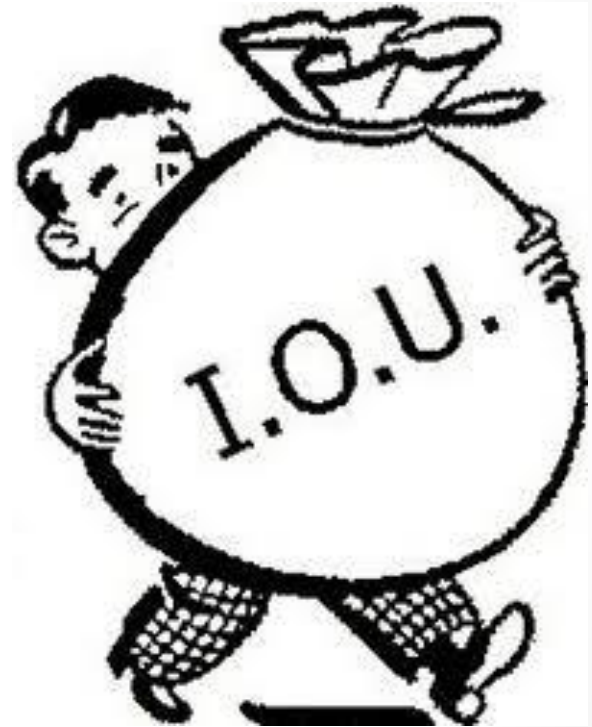
The Golden Rule builds creditability and influencing skills.

Rule #2: The Power of Reciprocity

Positive Reciprocity in social psychology refers to **responding to a positive action with another positive action**. The Boomerang Effect.

When someone does something nice for you, it serves as an **obligation trigger...*Nothing is more costly than something given free of charge.***

Intention is key. Remember from Rule #1...do not keep score! If someone feels something will be expected if he/she accepts, the power of reciprocation is greatly diminished



Rule #3: Be the Ice Breaker!

Breaking the ice is an art of reading people and learning about people. **Ask yourself...how can I help this person?**

Be the Leader. Engage

Use Direct Eye Contact

Shake Hands

Give your Business Card

Introduce Yourself by Name

Disarm People!

Ask Questions

Listen and Learn



Rule #4: Show Up!

We all know the saying....



Get Involved. Personally and professionally.

Talk to people everywhere - you never know who you are going to meet.

Opportunity creates more opportunity.

Law of 6 Degrees of Separation.

The Power of Weak Links

Rule #5: Just Ask!

THREE SIMPLE RULES IN LIFE

**1. IF YOU DO NOT GO
AFTER WHAT YOU WANT,
YOU'LL NEVER HAVE IT.**

**2. IF YOU DO NOT ASK,
THE ANSWER WILL
ALWAYS BE NO.**

**3. IF YOU DO NOT STEP
FORWARD, YOU
WILL ALWAYS BE IN
THE SAME PLACE.**

BUT FIRST....

Set Goals

It is important to set your goals.

Quote from Alice in Wonderland by LEWIS CARROLL:

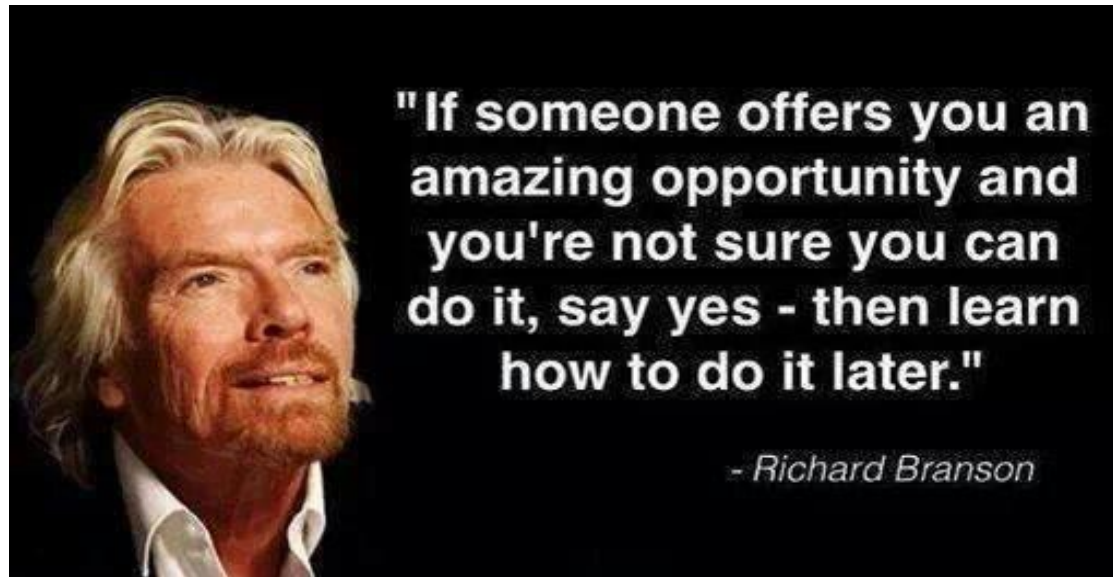
- *“Would you tell me, please, which way I ought to go from here?”*
- *“That depends a good deal on where you want to get to,”* said the Cat
- *“I don’t much care where – “* said Alice
- *“Then it doesn’t matter which way you go,”* said the Cat

You need to know where you are going before you can ask for what you want or need.

Just Ask!



Rule #6: Say YES first...



Life presents us with “Windows of Opportunity”. If we don’t jump through them...they will close.

Rarely, if ever, do we regret trying something and failing, but rather, we regret not taking a risk because we were scared to fail.

What would you do if you KNEW you would not fail....

Rule #7: Follow up, Follow up, Follow up

- Do what you say you are going to do. Period.
- Each time you meet someone new, this is an opportunity to connect to someone else in your network.
- Never forget personal touches. Hand written notes, thank you cards where appropriate. Stand out.
- REMEMBER: Infrequent contacts can be the most rewarding in our network. Find ways to nurture all your contacts.

Systems and Tools

- Business Cards. Carry them everywhere. Write notes on each card. Where you met. What did you learn about them? Any Follow up
- Always carry a notebook with you. Small or large. Write it down.
- Use a Business Card Scanner.
- Use an effective Contact Management system. Add notes and categorize all your contacts. Set reminders to connect.
- Find ways to reach out and connect with someone.

7 Rules or Success Strategies

#1. The Golden Rule: Pay it Forward. Ask not what someone can do for you but what you can do for someone else.

#2. The Power of Reciprocity. The Boomerang Effect

#3. Be the Icebreaker. Engage. Ask Questions...Listen & Learn!

#4. Show Up! 80% of life is just showing up. Engage and get involved. Be the person that you want to meet.

#5. Just Ask! Ask for what you want. Give other people the opportunity to say yes. Stop saying no for them. The answer will always be no unless you ask.

#6. Say Yes First. Then ask questions and find out how later.

#7. Follow up, Follow up, Follow up.

BUILD

LEVERAGE

Watch your thoughts, for they will become actions. Watch your actions, for they'll become... habits. Watch your habits for they will forge your character. Watch your character, for it will make your destiny.

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