

A woman with long blonde hair, wearing a green top, stands in a field of tall, golden grass. Her arms are raised in the air, and she is looking towards the sun, which is low on the horizon, creating a warm, golden glow. The sky is a clear blue gradient.

Advancing Women

{ Life Skills for Leadership ~ Women in Ag Conference }

The Power of Networking

A pathway to build success, wealth and happiness

Learning how to effectively network is not just a business skill, it is a life skill. Successful networking can have a profoundly positive impact on both our personal and professional life.

- Benefits of networking.
- Common obstacles and how to overcome them.
- 8 rules or secrets to building and leveraging a successful network.
- Practices, systems and tools that will give us a boost to becoming a more effective and positive networker.

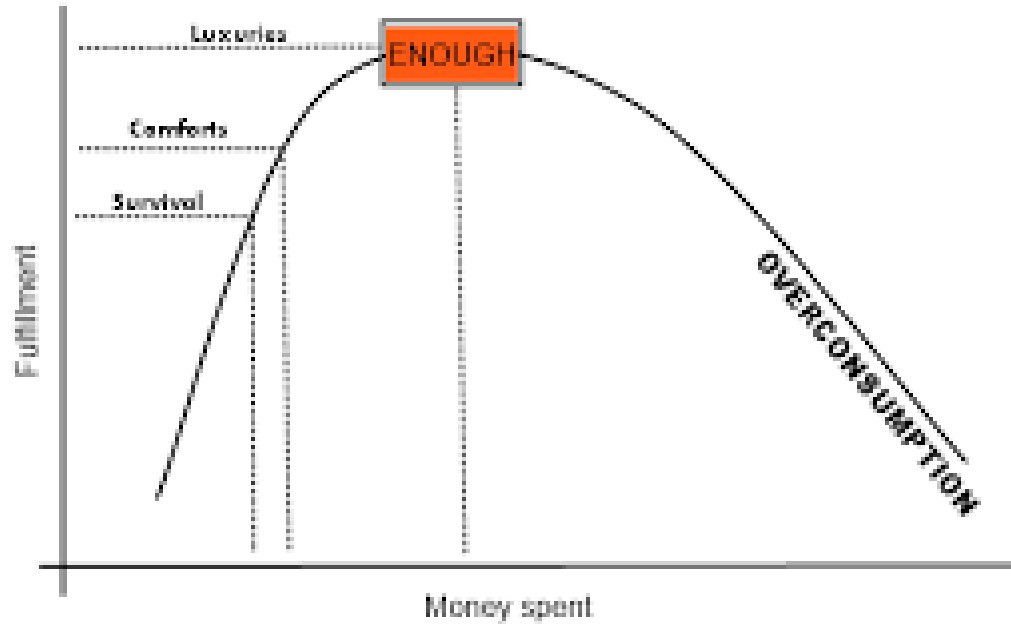
The Why? Tangible Benefits

Connections are Currency



Currency is not Enough

Your Network is your Net Worth....but money only takes you so far..



Connections Create Happiness

- 50 years of happiness research proves that the **quantity and quality of a person's social connections—friends, family, business colleagues, community involvement, etc.**—is so closely related to well-being and personal happiness the two can practically be equated.
- People with **many friendships** are less likely to experience sadness, loneliness, low self-esteem, and problems with eating and sleeping.



1. **Most people don't like it....**we avoid doing things we don't like.
 - Only 10% think they are good at it. Only 20% enjoy doing it.
2. **Misconception it is about selling.** Transactional, shortsighted.
3. **Trying to get something before you establish trust.**
4. **Failing to follow up** and nurture relationships.
5. **Lack of focus.** Trying to be everything to everyone.
6. **People have low networking awareness.** Statistically, 50% of the people here did not bring their business cards.

HOW DO WE OVERCOME THESE? CHANGE OUR MINDSET

8 Rules or Success Strategies

There are **8 Key Strategies** to successful positive networking



Rule #1: Pay it Forward



Pay it forward. Treat others the way you want to be treated

- Acts of kindness and generosity without expecting anything back.
- Help people achieve what they want and need.
- Don't keep score!
- Be a Connector. A Broker of People.



The Golden Rule builds creditability, goodwill 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.**



WARNING...Remember Rule #1...
Intention is key. Do not keep score!

Rule #3: Build Your Network Wisely



Happiness may be surprisingly contagious.

Framingham Heart Study. Harvard University

Happiness benefits other people through three degrees of connection, and that the effects last for a year.

Surround yourself with people smarter and better than you....you will become like them

The quality of your life is the quality of your relationships.

Anthony Robbins

meetville.com

Social Network = quantity of relationships.
Social Support = quality of relationships.

Rule #4: Just Show Up

Get Involved. Personally and Professionally.

Talk to People Everywhere. You never know who you are going to meet

Coffee shops, airplanes, grocery stores, community events, schools, etc..

Opportunity creates Opportunity

Law of 6 Degrees of Separation

The Power of Weak Links



Rule #5: Lead, Listen & Learn!

Be the Leader in the Room

Smile First

Direct Eye Contact

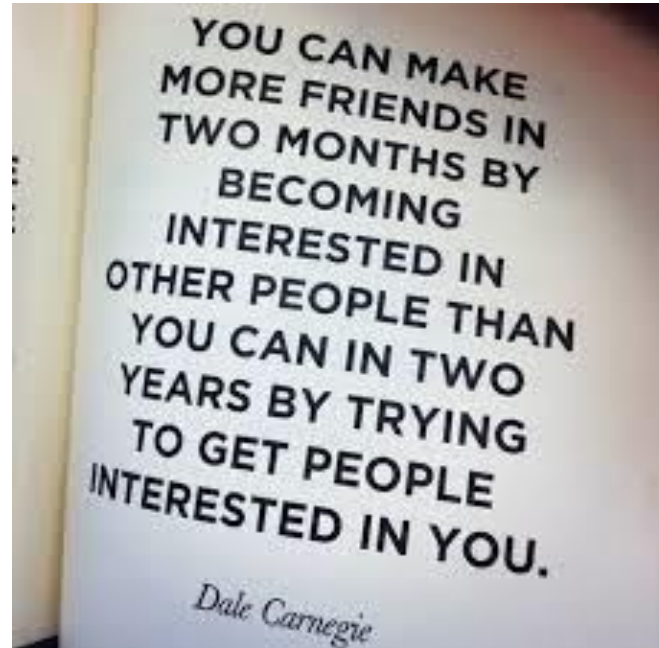
Introduce Yourself

Give Your Business Card

Engage and Disarm People

Ask Questions

Listen and Learn



Ask yourself...how can I help this person?

Rule #6: 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.

**FIRST.....SET GOALS AND
HAVE FOCUS**

**People can't help you if
they don't know where
your trying to go.**

Rule #7: Never Say No Out Of Fear

If somebody offers you an amazing opportunity but you are not sure you can do it, say yes – then learn how to do it later!



~Richard Branson



Throughout each of our lives, we are presented with “**Windows of Opportunity**”if we don’t jump through them...they will close.

Rarely, if ever, do we regret something we tried and failed at but rather **we regret not taking a risk** and trying something we are afraid of.

In many cases....those that we think of as lucky...LEAP...

Rule #8: Be Your Word. Follow Up

Do what you say you are going to do. Period. It is a rare quality and you WILL stand out.

- Each time you meet someone new, this is an opportunity to connect to someone else in your network. Create a follow up opportunity.
- Never forget personal touches. Hand written notes, thank you cards where appropriate. Stand out.
- Find ways to nurture all your contacts.

- Always carry business cards
- Carry a notebook
- Use a Contact Management System (CRM)
- Have a Follow up system
- Embrace Social Media



7 Rules of Success Strategies

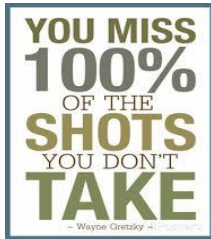
#1. The Golden Rule: Pay it Forward.

#2. The Power of Reciprocity. The Boomerang Effect. IOU.

#3. Build Your Network Wisely. Happiness is contagious. Quality matters.

#4. Just Show Up. 80% of success in life is just showing up.

#5. Lead, Listen & Learn. Be the leader in the room. Engage. Disarm. Listen!



#6. Just Ask! Ask for what you want. Give other people the opportunity to say yes. Stop saying no for them.

#7. Never Say No Out of Fear. Say yes first....figure it out after.

#8. Be Your Word. Follow Up. Keep the momentum going!



BUILD

LEVERAGE

*I have learned
that people will
forget what you
said, people will
forget what you
did, but people
will never forget
how you made
them feel.*

Maya Angelou
1928-2014



Photo by Michael Collopy

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BE THE KIND OF
WOMAN
THAT WHEN YOUR
FEET HIT
THE FLOOR EACH
MORNING
THE DEVIL SAYS
"OH CRAP, SHE'S UP."

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