

Establishing & Maintaining Your Network

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In collaboration with Grant Thornton LLP

Review of today's agenda

- Introduction to networking
- Net worth of your network
- Anatomy of networking
 - your 60 second introduction
 - making the connection
 - building your network
 - continuing the relationship
- Best places to network
- Wrap-up

What is networking?

A definition:

Taken literally, it means...

"an arrangement of connectivity"

"Networking is an exchange and is easier when you are willing and able to give"



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Networking pays off

- Build your personal base of contacts
- Strengthen existing relationships
- Discover potential clients
- Become known in the community
- Looked to for guidance
- Accelerate your career path
- Networking can help you help others

"Bottom line: **you might meet a person who will become a friend for life or a key business associate**".



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Overcoming the myth

You wonder...why did I even make the effort to go in the first place?

Myth: Networking is only for extroverted people

Reality: Networking is for anyone that wants to be successful!

93% of adults think of themselves as shy.



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What a network can look like



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Net worth of your network

It's not what you know, but who you know...
or most importantly, WHO KNOWS YOU

- **everyone** has an average of 250 contacts (professional and personal)
250x250 = over 60,000 people!
- **small** world principle: Six degrees of Separation
“if a person is one step away from each person they know and two steps away from each person who is known by one of the people they know, then everyone is at most 6 steps away from any other person on Earth.”
- **people** want to work with people they like!



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Self assessment: What is the net worth of your network?

Let's take 5 minutes to complete this self assessment

You need allies to spread the word about you!

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Name _____

What's the net worth of your network?

Think in your head, will help you learn the net worth of your own network. Think about the following questions and check if the question fits.

	Strongly Dislike	Dislike	Like	Strongly Like
1. I have a good understanding of my own and my organization's reputation in our industry and in our community and beyond.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I have a good understanding of my own and my organization's reputation in our industry and in our community and beyond.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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12. I have a good understanding of my own and my organization's reputation in our industry and in our community and beyond.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. I have a good understanding of my own and my organization's reputation in our industry and in our community and beyond.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. I have a good understanding of my own and my organization's reputation in our industry and in our community and beyond.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. I have a good understanding of my own and my organization's reputation in our industry and in our community and beyond.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Net worth of your network

- you are in charge of your network so take responsibility
- you cannot buy your network – belonging doesn't necessarily mean networking
- the only way to create a network is to build relationships with people

"Eighty percent of success is showing up." – Woody Allen



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Anatomy of networking: 60 second introduction

- **When entering a room be confident**
 - for many the hardest part is entering a roomful of strangers
 - 90% of adults experience anxiety
- **You have limited time to make a first impression**
 - Image
 - Tone
 - Eye contact
 - Body language
- **Know the points to get across (self branding)**
 - 3 things about yourself
 - Name
 - Background
 - Experience or specialty
 - Share something memorable
 - Interests
 - Unique experience



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Anatomy of networking: making the connection

- **Ask who they are and LISTEN**
 - Let them reciprocate
 - Ask a question about what they told you
 - Try to identify something in common

"People who get ahead in business **create connections deliberately and professionally.**"



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Anatomy of networking: building your network

- **Contact Exchange**
 - What can you do for him/her
 - Professionally
 - Personally
 - Business card exchange
 - Read it

"You are a wealth of information, ideas and contacts!"



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“One business card for your wallet, one for your desk, one for your car, one for your home office, one for your blue suit pocket, one for your brown suit pocket, one for your gray suit pocket...”



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The cardboard connection

Handing a business card to someone does not constitute a networking relationship.

Challenge yourself to not give your card out until you've found some connection, some reason for exchanging names and phone numbers.



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Exercise: practice what you just learned

- Take 2 minutes to bullet your three things
 - 3 things about yourself
 - Name
 - Background
 - Experience or specialty
 - Share something memorable
 - Interests
 - Unique experience
 - Find someone you don't know and introduce yourself
 - Exchange a business card



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Anatomy of networking: continuing the relationship

- **Follow up**
 - Email or call
 - Provide something of interest
 - Professionally/Personally
 - If appropriate meet again
 - Timeliness
- “Don't let your relationships get stale, stay connected”



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Maintaining your network: follow up

- send cards, e-mails, newsletters, articles
 - Clip relevant articles and send them to people in your network who might be interested. It shows your thinking about them and the issues they may be facing.
 - make sure all communications are timely!
- tell people specifically how they influenced you
- do lunch, call them, make referrals, play golf, invite them to another event
- leave a voicemail after hours expecting nothing in return



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Follow up

*Follow-up is the hammer and nails of your networking tool kit** Keith Ferrazzi, *Never Eat Alone*

- have a long-term plan for continuing the relationship
- make an "A" list, focus on that list and nurture relationship
- enter in your contact database
- keep your promises



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Best Practices: be a giver

- give resources, support initiatives, invest time
- introduce people to other people you know
- recommend products and services
- share information that you have learned through your success and failures
- provide feedback regarding ideas
- learn about other people's businesses so that you can promote and refer business to them
- provide a new insight or idea
- provide encouragement



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Best Practices: get results

- build productive relationships
- obtain valuable information
- promote an event or product
- extend your network through new and existing contacts
- connect with people who have similar interests

Networking is all about creating productive links & connections!



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Where to network

"All things being equal, people want to do business with their friends. All things being not quite so equal, people STILL want to do business with their friends." You need more friends...

- quality versus quantity
- people loyal versus brand loyal
- expand the number of people **who know you** by becoming visible



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Best Places to Network

1. Chamber mixers
2. Business, trade or professional organizations (i.e., ISACA, ISSA, IIA)
3. Classes or seminars
4. Civic organizations
5. Sporting or cultural events
6. Trade Shows
7. Neighbors, friends, kids
8. Airplane flights (& airports)
9. Charity and volunteering
10. Clients
11. Conferences
12. Hobbies/Working out

Networking is not just on company time.
Wherever you are, be prepared!



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What's the magic number?

- how many organizations should you belong to?
 - evaluate your level of commitment and capability
 - for true involvement, participation and interaction, two is a realistic number
 - have three to four contact times per contact in a year



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Follow up

- focus on contacting at least one person per day
- be consistent
- plant a seed and watch the relationship grow!

Why go to all the trouble of meeting new people if you're not going to work on making them part of your life?



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Giving and receiving referrals Make connections!

- Look for opportunities to give referrals
- Tap into your network base for both in-bound and out-bound referrals
- Keep score: track both in-bound and out-bound referrals
- Say "thank you!"



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Biggest mistakes networkers can make

- **Being passive.** Not being active in the market. Not consistently following-up with contacts and leads.
- **Hard selling.** Insincerity, aggressive, not in the best interest of others but yourself.
- **Having the wrong expectations.** Too many expect marketing and networking to yield an immediate sale. It's part of creating a continuing relationship.
- **Searching for too many referral sources.** About 25% of new business should come from tried-and-true referral sources. Don't try contacting everyone in your address book.



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Wrap-Up: Final Thoughts

- **Network** and increase your value
- **Give** and you shall receive
- Remain **positive** & genuine
- **Invest** time in your relationships
- **Share** your ideas

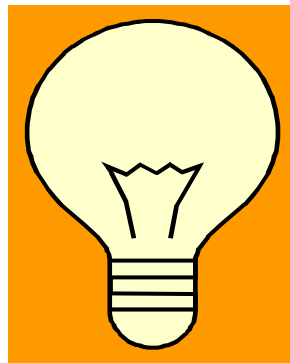
“Networking pays off”



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Q&A

Questions?



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