



Welcome to YMCA Stouffville Resource Centre Networking 101

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YMCA Stouffville Employment
Resource Centre



Definition

- Gathering of acquaintances or contacts, the building up or maintaining of informal relationships, especially with people whose friendships could bring advantages such as a job or business opportunities
- Meet
- Greet
- Connect
- Results
- Follow-up



1 Reason Why You Should Network?

- Employers look for people in the easiest and cheapest way that they can
- If they find someone without having to advertise it works out better for them
- If you are looking for work in the opposite direction you will see minimal results
- If you find the work before other people do, you have the upper hand!



Introduction: In 30 Seconds or less

- Tell us who are you
- Company Name or your specialty
- Tell us about your Company or expertise
- Sum up your needs



This is your 30 second commercial

- People are on the move
- They need information fast
- Be clear, be concise
- Tell them what makes you Special
- Let people know what you need or want
- What can you offer to others



Where is Networking Done?

The great thing about networking is that you already have a network base in place, you just may not know that yet!



Sharing Information

Information is **POWER**

Information on business opportunities

Business Tips

Helping others, others helping you

Up to date information

Experience from others: been there done that, here is what I learned



“Pardon?”

Where do you learn the most important information while networking?

WHEN YOU LISTEN!

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You are not alone

Every Person you meet has the
power to connect you to others



Family, Friends, Organizations, Functions

- Your Hairdresser
- Your Neighborhood
- Your Insurance Agent
- The clerk at the store
- Your Dentist, Doctor, Pharmacist
- People known or unknown to you !



Who have you networked with?

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Ten Steps for Good Networking

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01 – Develop a P L A N

- Plan what you want to accomplish
- Know who or whom you want to connect with
- Develop your Strategy and personal style
- Set up your data base
- Prepare your business cards and handouts
- Be ready to answer any questions
- Know your environment, business, casual
- Most important ... **BE YOURSELF !**



02 - Research

- Find out Who the people are
- Know their areas of expertise
- What are their interests
- Who do you want to seek advice from
- Who can you offer services to
- Know in advance where you are going



03 - Listen

- Imagine watching a tennis game with one player. That's what it would be like if you dominate the conversation
- A good tennis game involves players volleying back and forth
- Action not boredom
- Listen to the tone of the conversation
- Listen, learn, and enjoy



04 - Circulate

- Don't latch yourself to a few, work the room
- Ask questions, seek answers from others
- Find out from others, areas where they have networked
- Don't just reach a person ... reach an audience



05 - One is the best answer

- Stay with only one request, don't bombard the other person with a multitude of requests
- Keep your request simple, short and within reason
- **Avoid making the person feel trapped**



06 – NEVER

- REPEAT AFTER ME
- **NEVER ASK DIRECTLY FOR A JOB**
- People who want your services or to purchase your products will ask, you know the old saying... Don't call me I'll call you
- It is as simple as supply and demand



07 – GIVE

- You must be willing to help others if you expect others to help you.
- No one likes a sponge
- You have to give before you get



08 - DOCUMENT

- Take notes when you network
- Write it on the back of a business card
- **MEMORY IS LIKE MONEY** in the bank-
it's only good if you save it!



09 – Be your own best assistant

- Create a database or contact list each time your network
- Keep your records up to date
- Make sure you have a back up copy of this information
- Refer to this information to keep it fresh in your mind



10 – Follow up

- **Strike while the iron is hot** and the connection is fresh in your mind
- Send a thank-you note if they helped you with a question, or gave you a lead
- Contact them and simply say how nice it was to have connect with them
- If you can help them later, do so



You get what you project

- If people see you helping others they will know you are a caring person
- If people see you take notes, they will see you as organized and committed
- If People hear you after the networking they will know you are a person of action
- When people see you they see your business and or your product(you!)



Character

- Watch your thoughts; they become words
 - Watch your words ; they become actions
 - Watch your actions; they become habits
 - Watch your habits; they become your character
 - Watch your character; it becomes your destiny
- “Frank Law”
- Quoted by: Judge Joseph Bonaventure during the sentencing at the Murder Trial for Margaret Rudin



Rules for Good Networking

- 1) Be open minded
- 2) Be prepared
- 3) Treat everyone as equals
- 4) Chose based on information, not position
- 5) Don't be afraid to ask
- 6) Don't waste resources
- 7) Give without expectations
- 8) Don't forget to say Thank-you
- 9) Set realistic and Achievable Goals
- 10) Be committed and determined



It's Time

- Network Network **Network**
- Remember the Ten Steps
- Remember the Rules of Good Networking
- Remember first impressions

- You now have 10 minutes to Network



Remember

- Start by giving a smile
- Make eye contact
- Introduce yourself
- Let people know what you do
- Explain what you need
- Ask how you can help
- Say thank-you
- Keep in touch



Time is up !

- Discussion and conclusion
- Feel any different, see anything different



Summary

- Join Organizations
- Sign up for Club memberships
- Volunteer
- Go to events
- Sign up for trade shows
- Cold calling



Organizations

- The Markham Board of Trade is a non-profit organization offering companies cost effective ways to promote their business and gain new leads through networking, sponsorship, advertising and volunteer programs.

To our NEW members we offer FREE of charge; a one-time brochure distribution and website hotlinks for the first year.

Included in membership package every year; Free listing in Annual Business Directory, Free listing on MBT website, Free use of boardroom facilities and monthly newsletter, calendar of events and member advertising. We also offer discounted MasterCard and Visa Merchant Rates, Low cost Group Insurance for small businesses, Document Certification for export, and Member to Member discounts.

Any company wishing to conduct business in Markham, Canada's High-tech capital, may join the Markham Board of Trade. To join, call 905-474-0730, fax 905-474-0685 or go to "join MBT On-Line" Section of this website. Our mailing address is 80F Centurian Drive, Suite 206, Markham, Ontario L3R 8C1

www.markhamboard.com

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– **Markham Small Business Enterprise Centre (MSBEC)** is an innovative public and private sector alliance providing a complete source of services and programs for Markham entrepreneurs and small businesses.

Funded by the Town of Markham and Ministry of Economic Development and Trade MSBEC provides Markham's aspiring entrepreneurs and existing small businesses with high quality one-on-one management consulting, educational training, and the business resource needed to sustain their growth in today's competitive marketplace.

Poised and ready...we will help you identify opportunities during and after your business start-up – and guide you through a step-by-step plan to communicate your business activities to your elected target market

We produce results through partnerships. MSBEC can assist you with sources of financing and provide you with links to relevant business information, marketing management and leadership results

At MSBEC, we nurture opportunities through knowledge. We believe in goals and objectives, and focus on long-term results

www.msbec.markham.ca

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EMPLOYMENT
ONTARIO

Whitchurch-Stouffville Chamber of Commerce

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Newcomers

A group of new and established residences
in the Whitchurch-Stouffville Area

They gather to share information, events,
outings, activities. This group is for women
only

Contact Laurie Mountford (President) 905-
642-9494



Conclusion

- Go forth and Network!
- Start today, continue tomorrow!
- Plan for your future networking!
- Visualization, run a rehearsal
- Our greatest gift is communication



Final Thought

People do not plan to Fail

They simply fail to Plan