

How To Network Strategically in the 21st Century



Networking Strategies For The Mature Worker

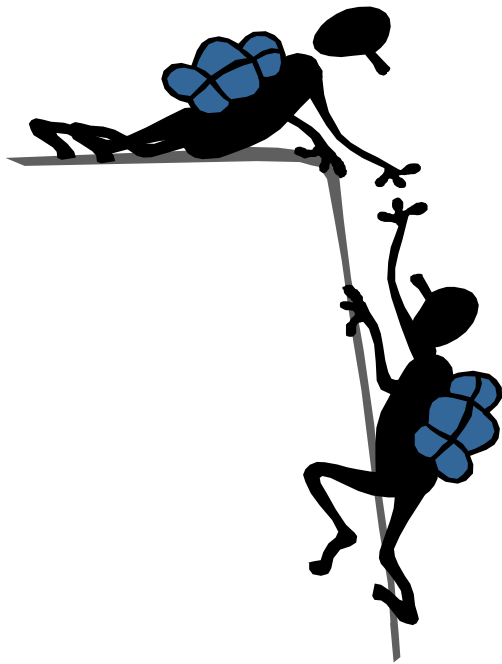
How To Network Strategically in the 21st Century



**So... What
exactly is
Networking?**

How To Network Strategically in the 21st Century

Networking Is ...



**Talking to people with the
intent of sharing
information of value**

**The tool everyone needs
to successfully achieve
our goals**

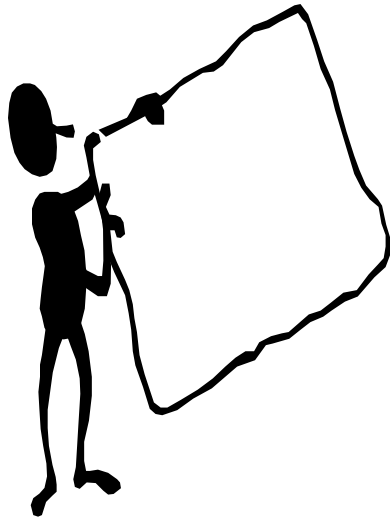
How To Network Strategically in the 21st Century

Networking Is Communicating Our "Uniqueness"



How To Network Strategically in the 21st Century

How? By Creating a sales script that highlights our key unique attributes



- Identify who you are & what you do
- Clearly communicate your related background experience
- List key unique selling points about your personal / professional self



How To Network Strategically in the 21st Century

Career Coach Script Example

Hi, my name is Wilf Flagler & I'm a "Right Fit Catalyst".

For the past 15 years, I have helped over 5,000 people find balance in their lives & happiness with their careers.

Having made 3 successful major career changes myself, I have the ability and a genuine passion for coaching others in how to find happiness in their work.

Would you know of anyone who might be interested in discovering their "Right Career Fit"?

How To Network Strategically in the 21st Century

Networking Sales Script - Key Tips -



- Remember that “you” are the product
- People will only help if they are clear about:
 - what the product can do
 - what type of organization the product will benefit
- You have 30 seconds to make your “pitch”

How To Network Strategically in the 21st Century

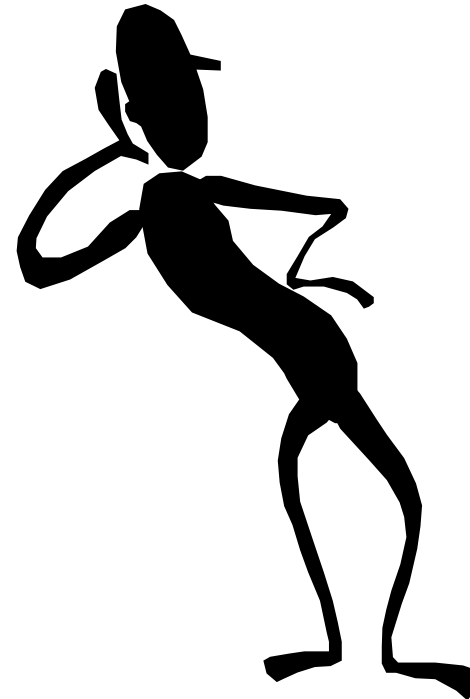
What Does It Involve?

Asking people for

- advice
- information
- referrals

Listen Carefully, & in Return, You Can Offer

- advice
- information
- referrals



How To Network Strategically in the 21st Century

Random Networking



- You should be prepared to network effectively “Anywhere at Anytime”
- “Random Networking” can be performed comfortably by following a simple-to-use, practical four step approach



How To Network Strategically in the 21st Century

Random Networking “Four Step Process”

→ **START ...**

Initiate contact with “small talk”.

→ **MARKET YOURSELF ...**

Use your well rehearsed “30 Second Summary Pitch”

→ **ASK ...**

It helps to use open-ended questions & share any ideas or information you already have.

→ **ACT ...**

Limit the conversation to 10 minutes. Establish a follow-up date & time to meet before departing.

How To Network Strategically in the 21st Century

Strategies? Where Do I Begin?



Create a "Road Map"

- of people you know
- of people you've met
- of people you would like to meet



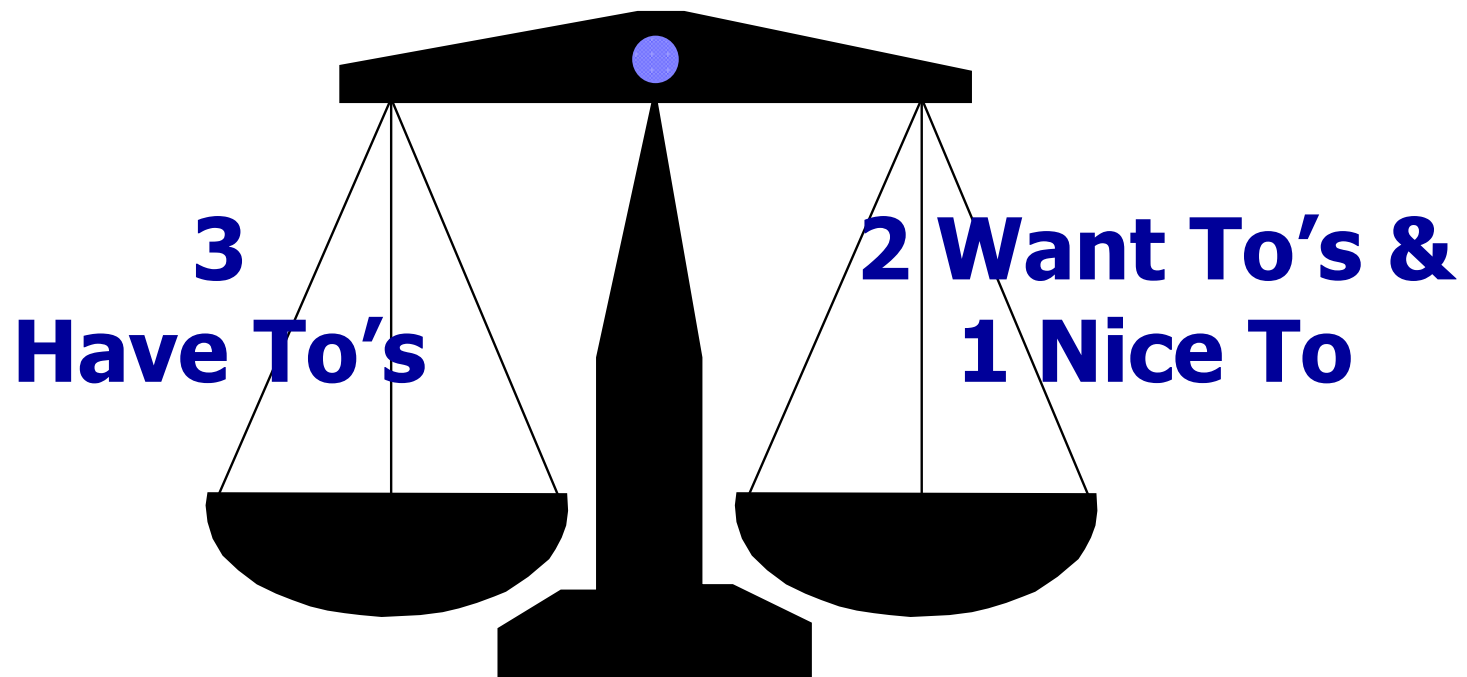
How To Network Strategically in the 21st Century

Classify Everyone In Your Network Into 3 Categories:

- The ***"Have To's"***
(Decision Makers & well connected people)
- The ***"Want To's"***
(Well-connected people in your field)
- The ***"Nice To's"***
(Pleasant, supportive, positive individuals)

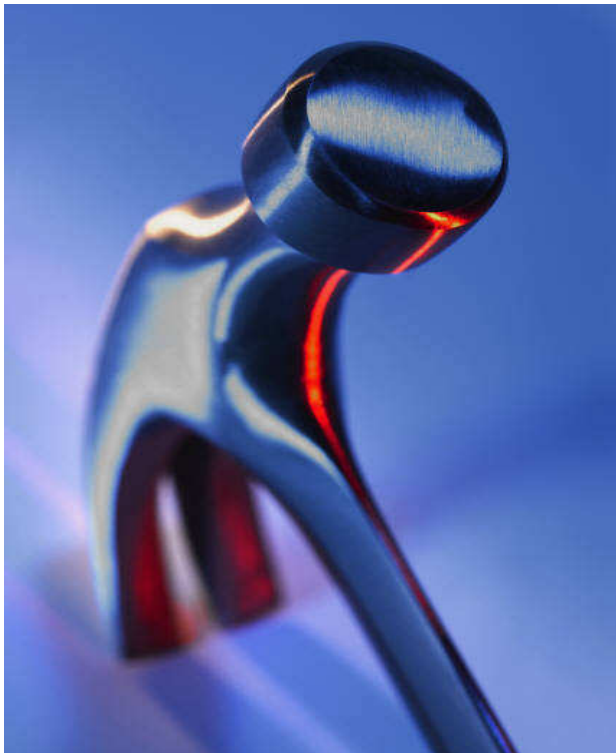
How To Network Strategically in the 21st Century

The "3 2 1" Formula





How To Network Strategically in the 21st Century



Suggestions For Creating Your Self-Marketing Tools!



How To Network Strategically in the 21st Century

Checklist of Practical Tools To Prepare Before Starting

- **30 Second Networking Sales "Pitch" Script**
- **Online Resume**
- **Personal Web Site (Example: www.wowresume.com)**
- **Networking Business Cards**
- **Customized Letter of Introduction**
- **Accomplishment-Based, Customized Resume**
- **Professional Profile Summary Page**
- **Presentation Folder**
- **Interview Portfolio**
- **Leave-Behind Print Materials**
- **Leave-Behind PowerPoint Presentation (Floppy or CD ROM)**

How To Network Strategically in the 21st Century

Then On To Opening The Door Of Opportunity Through Networking



- Professional Associations
- Alumni Associations
- Leadership Training Courses
- Chambers of Commerce
- Courses & Workshops
- Conferences & Trade Shows
- Mentors/Coaches/Advisors
- Course Instructors
- Former & Current Peers



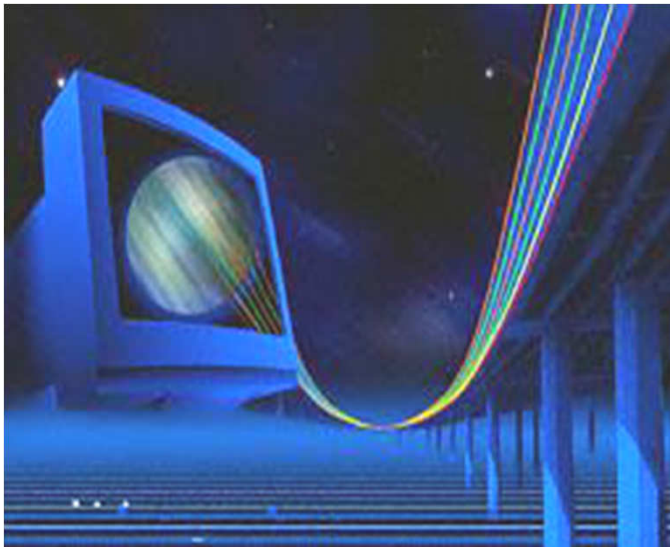
How To Network Strategically in the 21st Century

Samples of Creative “In-Person” Networking Strategies

- **Research Possible Associations to Join / Get Involved With**
- **Target Occupation-Related Trade Shows / Conferences / Seminars**
- **Arrange Information Strategy Sessions With Target DM’s**
- **Contact Successful DM’s Recently Profiled in an Article**
- **Target Strategic Professional Peer Networking Opportunities**
- **Attend a Seminar / Workshop / PD Session / Job-related P/T Course**
- **Develop & Sustain a Strategic Professional Peer Networking Group**
- **Join a Mentoring / Protégé / Leadership Program**
- **Join / Start a Toastmasters Chapter**

How To Network Strategically in the 21st Century

Samples of “Virtual” Networking Strategies



- **Use the Internet as a Research Resource Tool**
- **Join or Start a Career Related E-Newsletter**
- **Join or Start a Career Related E-Group**
- **Join or Start an Online Discussion Forum**
- **Create Your Own Online Blog**
- **Send Mass E-Mailings to Target Contacts**



How To Network Strategically in the 21st Century

Thank You!

**Wilf Flagler
M-POWER Facilitator
YSSTAB - Sutton Sessions
(416) 418-6433**

Copyright @ Wilf Flagler