

The Power of Strategic Networking



Dates: November 12 & 16, 2009 © Nick Pandit

Agenda

- Administration, notes, registration forms...
- Workshop Norms
- Your expectations - Activity
- Our objectives
- The Employment Pyramid - Activity
- Networking Bingo - Activity
- Review - Quiz & Prizes - Activity
- Your questions and comments - Activity
- Workshop evaluation

Workshop Norms

1. Begin and end on time
2. Listen to each other; and not interrupt
3. Ensure everyone has a chance to speak – “share the air”
4. Support the facilitator’s efforts to moderate discussions
5. Avoid ethnic or gender-based humor
6. Speak respectfully to/about each other – no swearing
7. Present problems in a way to promote discussion and resolution – no “dead end” whining...
8. Practice being open-minded – give new ideas a chance
9. Strive to have FUN to maximize learning and growth
10. Anything else...

Your Expectations...

What do you hope to gain by participating in this workshop?

Our Workshop Objectives

1. Illustrate how employers prefer to hire
2. Show the importance of focusing on your “task” and “relationship” to achieve a successful networking outcome

The Employment Pyramid

Form groups of three (3) or four (4) participants and complete the Employment Pyramid

The Employment Pyramid

- How do employers prefer to hire? Why?
- What did you learn from this activity?
- Would you say “**networking**” is the answer to securing employment or advancing in your career?

Strategic Networking

"It's not what you know – but who you know..."



Strategic Networking

Review Articles:

1. Top 10 Job Seeker Mistakes
2. 10 Ways to Network Properly

Question: Knowing the potential, what's holding you back from "networking?"

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

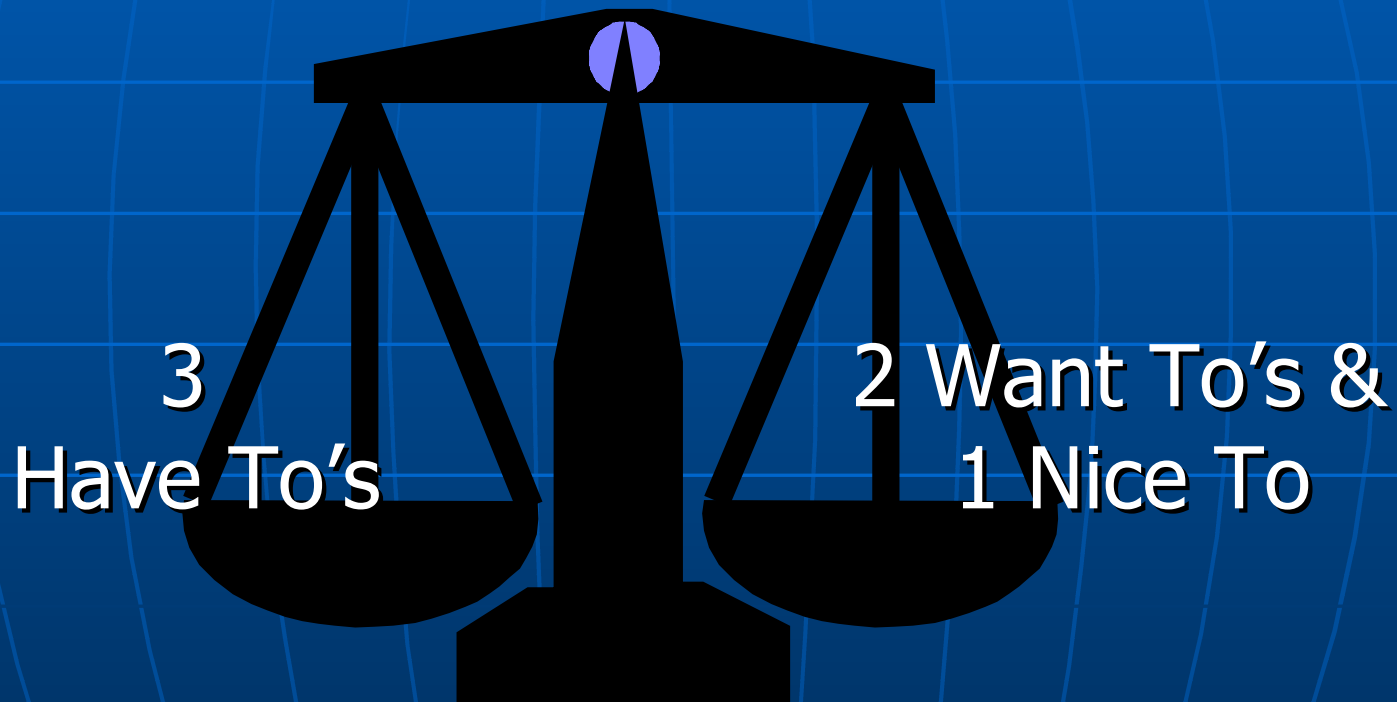
* Slide © Wilf Flagler

Classify Everyone You Meet 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)

Networking & the People You Meet

The “3 2 1” Formula



Then On To Opening The Door Of Opportunity Through Networking



- Professional Associations
- Alumni Associations
- Places of Worship - Church, Synagogue
- Service Organizations – Rotary, Kiwanis...
- Volunteer Organizations – Hospitals, Food Banks, Heart & Stroke, United Way...
- Chambers of Commerce
- Courses & Workshops
- **Conferences & Trade Shows**
- Mentors/Coaches/Advisors/Teachers
- Former & Current Peers
- Internet

You may want to make a note of each of these “doors...”

Networking & People You Meet

1. Networking is - first and foremost – about creating “**history**” with the people you meet
Perhaps a Kodak Moment.
2. All things being equal, we want to be with and spend time with - **people we like**
3. This means people have got to get to know you; to appreciate you, **to like you**, to take an interest in you, your cause, goal, your mission or **have something in common with you...**

Networking Bingo

1. Find someone who can provide a “yes,” or a correct response, to an item on the bingo sheet
2. Write their name in the 5X5 grid box
3. Once you have a complete row, or column, yell BINGO and take your seat

Networking Bingo - Debrief

1. What happened during this activity?
2. How did you feel? Why?

Record discussion/observations/comments on the back of the Networking Bingo sheet

Networking Bingo - Debrief

Was this fun? Was trust an issue? Did you feel safe? Did you have a goal/purpose? Was this purpose clear to you both? Were you afraid? Was there a “power imbalance?” Were you being evaluated or judged? Was an exchange happening – a “give and take” of some kind? (Reciprocity)

Record discussion/observations/comments on the back of the Networking Bingo sheet

Note: If you don't experience the **same things** when you attempt to network in the “real world,” you are **NOT** networking effectively! **Step back...**

Networking Bingo - Debrief

Questions for discussion:

1. Would you say you “networked” successfully?
2. Is networking in the “real” world **this easy?** Why - or why not?

Networking & People You Meet

- Suggestion: In “networking” *lead with emotion – follow with fact...*

1. Why?

2. What is TMI?

3. Is timing important?

Networking & People You Meet

So, should you give your life story at the first meeting? *Think of the business card...*

What is the purpose of a business card?

Networking & People You Meet

Remember – *for strategic networking, if you don't have a "shared history" forget it...*

- What does this mean?
- Ask yourself: "Is there a foundation to move forward?" or "Is there something in common?" If not, step back...

Your Networking Success Outcome

High Concern for Relationship

How to do it...

Recall the
Networking
Bingo Activity

What to do...

Low Concern
for Task

High Concern
for Task

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Low Concern for Relationship

Recall - Networking Bingo Activity

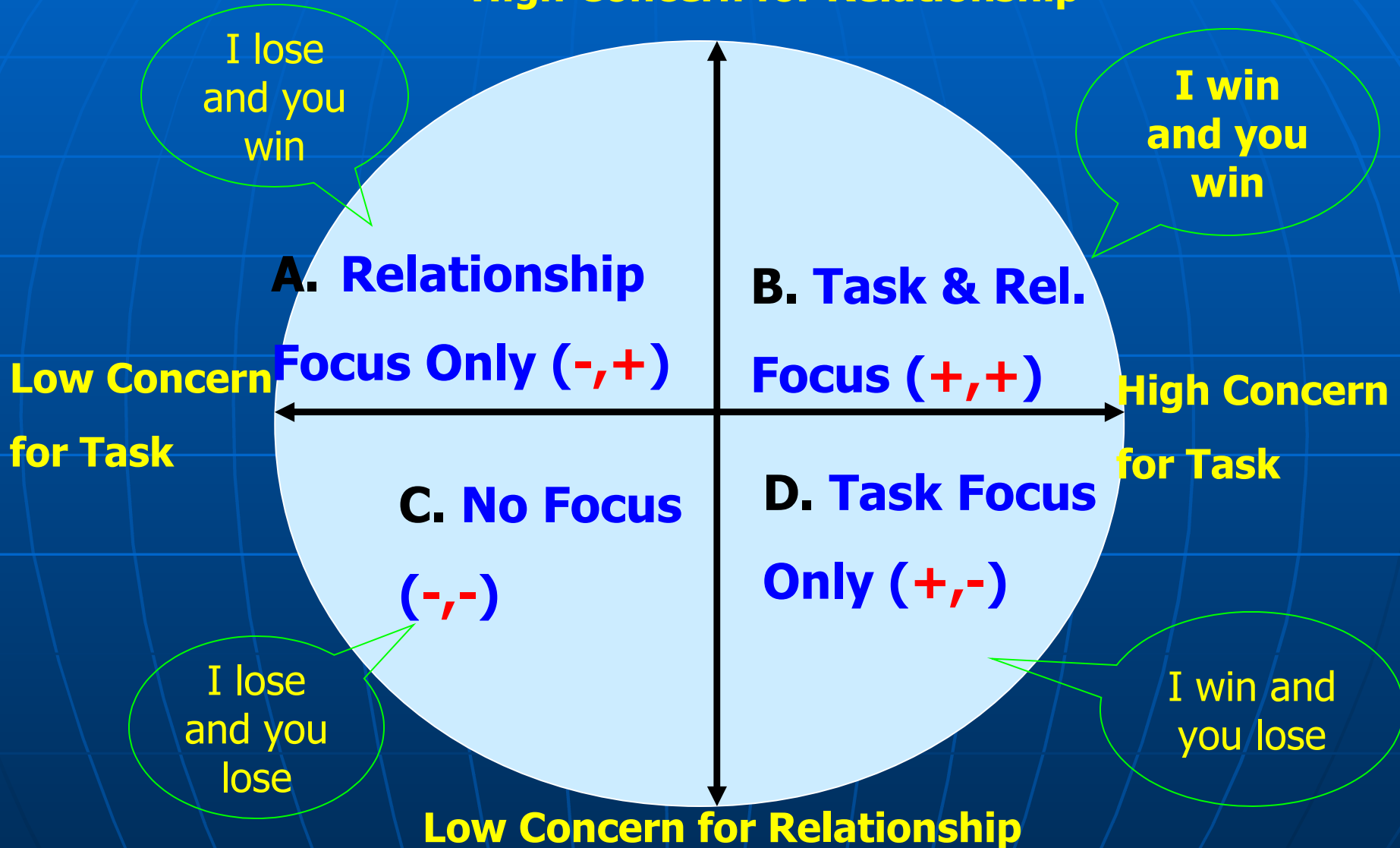
The ONLY Reason **YOU** and your **CONTACT** made progress was because – these following barriers were addressed...

- Wanted to be there, Needs could/would be met...
- Were safe, Knew what was going to happen...
- Had a sense of how would be treated...
- Trust/Fear/Purpose – were not an issue...
- **AND both of you were ENGAGED in the process!**

* Note: each of the above **barriers** MUST be addressed. If not, **YOU CANNOT** proceed successfully to “second base,” with your task or relationship. **The higher level...**

Your Networking Success Outcome

High Concern for Relationship



Checklist of Practical Tools To Prepare Before Starting to Network Strategically

- ▣ 30 Second Networking Sales “Pitch” Script
- ▣ Online Resume / **e-portfolio**
- ▣ Personal Web Site (Example: www.wowresume.com)
- ▣ **Networking Business Cards**
- ▣ Customized Letter of Introduction
- ▣ Accomplishment-Based, Customized Resume
- ▣ Professional Profile Summary Page
- ▣ Presentation Folder / **Career Portfolio**
- ▣ Interview Portfolio
- ▣ Leave-Behind Print Materials
- ▣ Leave-Behind PowerPoint Presentation (Floppy or CD ROM)
- ▣ Linkedin, Facebook, MySpace, Blog on Internet...
- ▣ **What else?**

Networking & the People You Meet

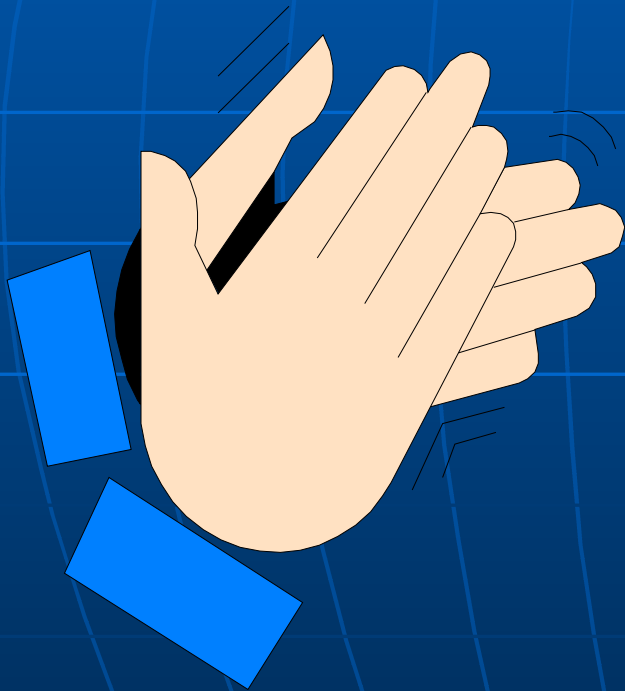
Final Word - The 3 Time Rule

In networking, not everyone you meet will be “Mr. Wonderful” or “Ms. Wonderful”

Three times – and they’re out!

Move on – don’t waste you time...

Strategic Networking



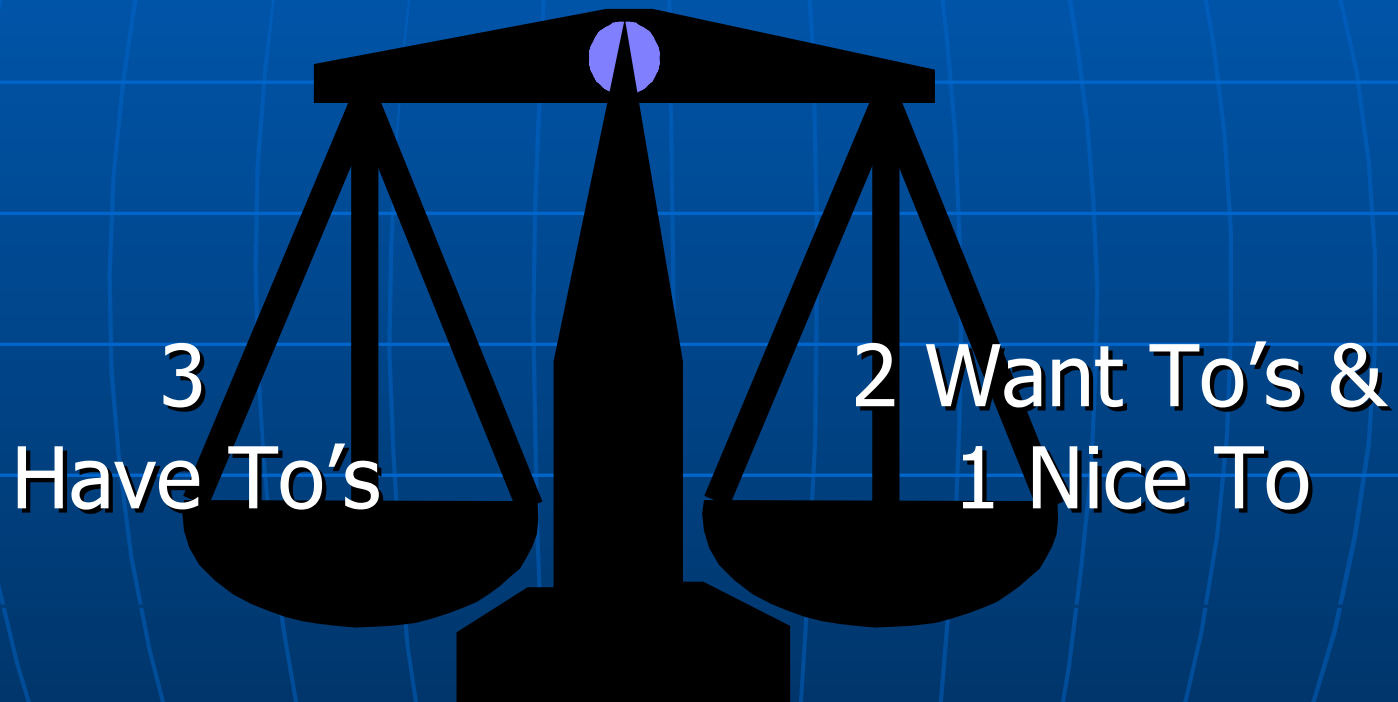
Review & Summary

Initial Workshop Objectives

1. Illustrate how employers prefer to hire
2. Show the importance of focusing on your “task” and “relationship” to achieve a successful networking outcome

Networking & the People You Meet

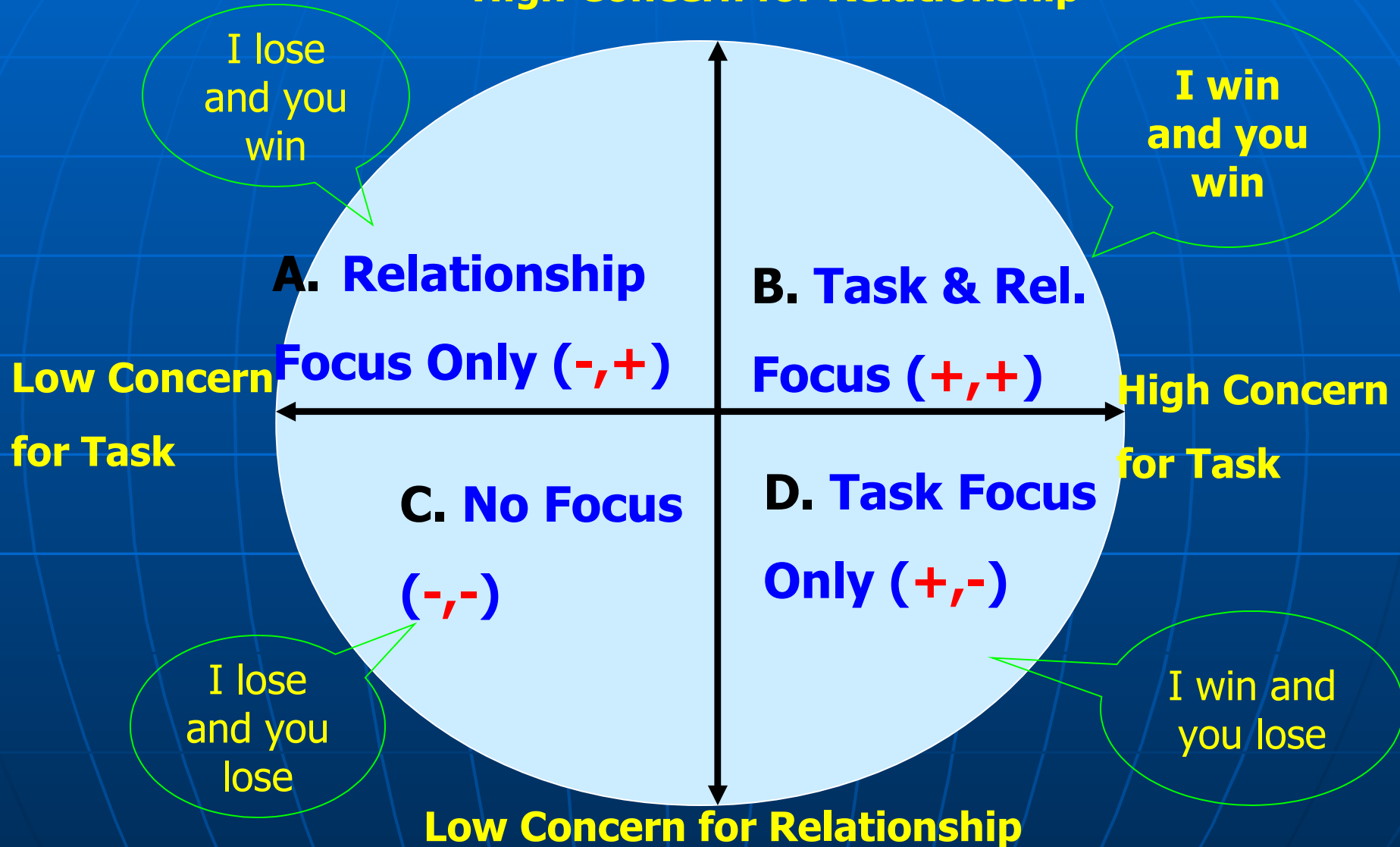
The “3 2 1” Formula



Slide © Wilf Flagler

Your Networking Success Outcome

High Concern for Relationship



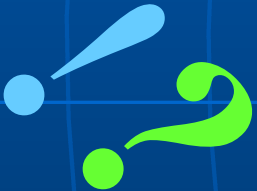
Review – Strategic Networking – Quiz & Prizes

1. Employers prefer to hire “known entities.” **T or F**
2. What is the “3-2-1” formula?
3. RECIP**XXXXXXXX** is key to successful networking.
4. What is the relevance of **43.4 %** to this workshop?
5. What is a “win-win” outcome?
6. What is the **3 Time Rule**?
7. Shared history - or something in common - is fundamental to successful networking. **T or F**
8. A good tool for networking is...

Your Questions/Comments

Were your workshop expectations met?

?!



The Power of Strategic Networking

Please take a moment to complete the workshop evaluation form

Thank You!