

Networking Skills

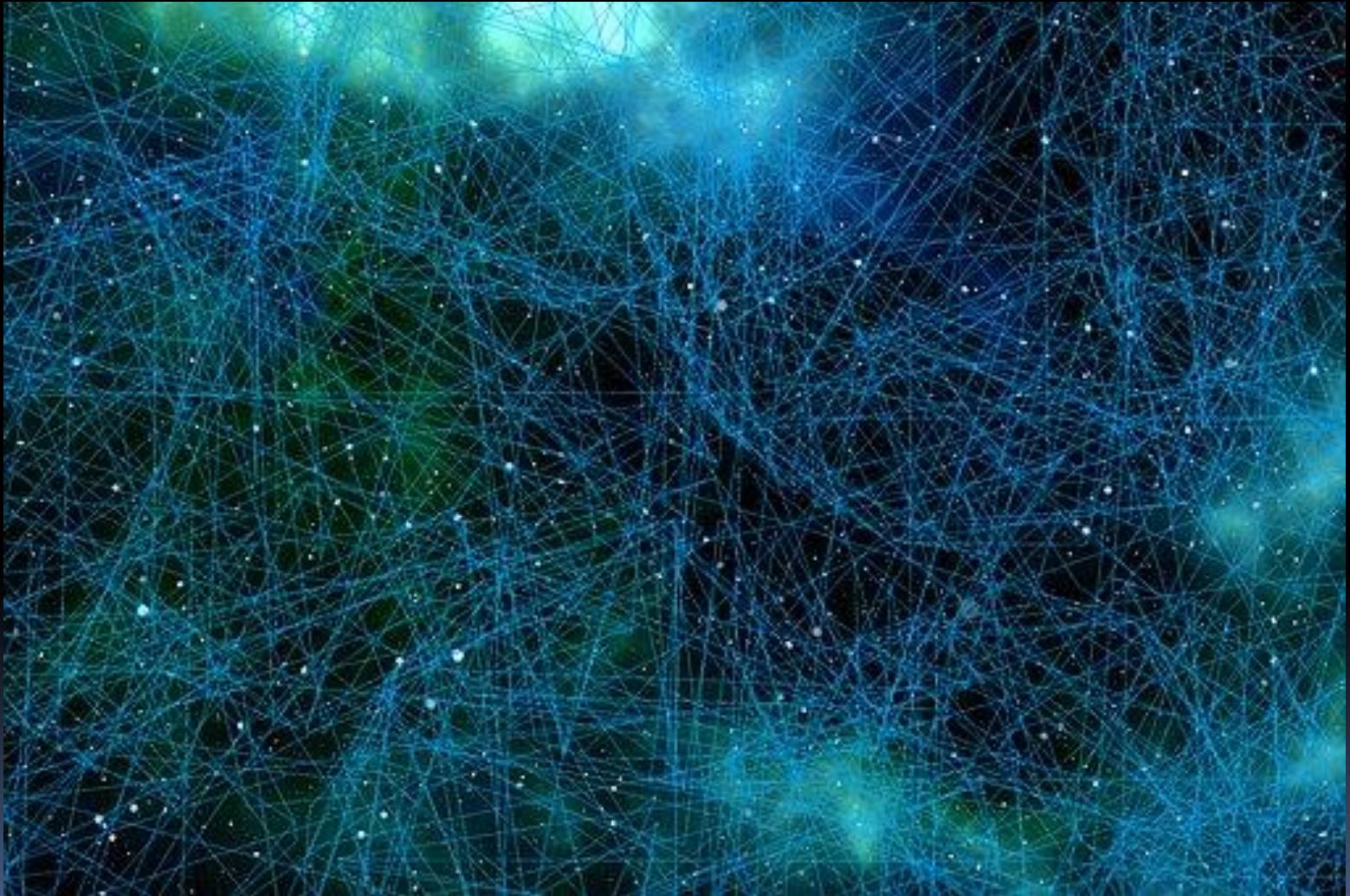
Welcome!



YOUR FACILITATOR...

Neal Cooper

What is networking?



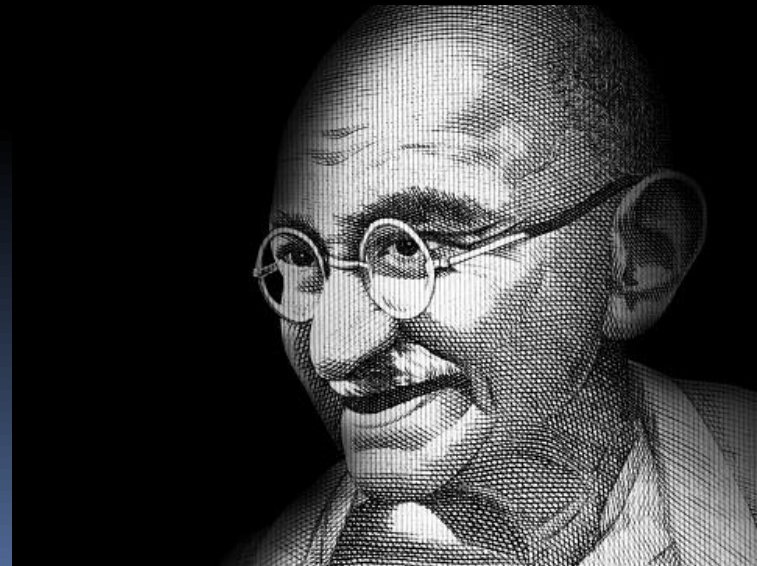
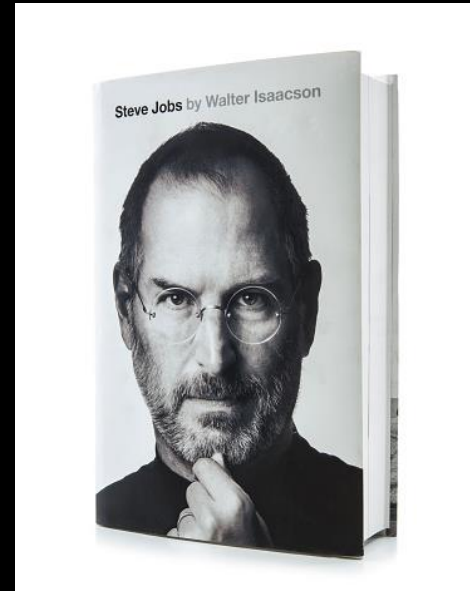
Networking

- Natural to human beings
- Relationship building
- Giving and receiving help
- Getting your message out
- Other?

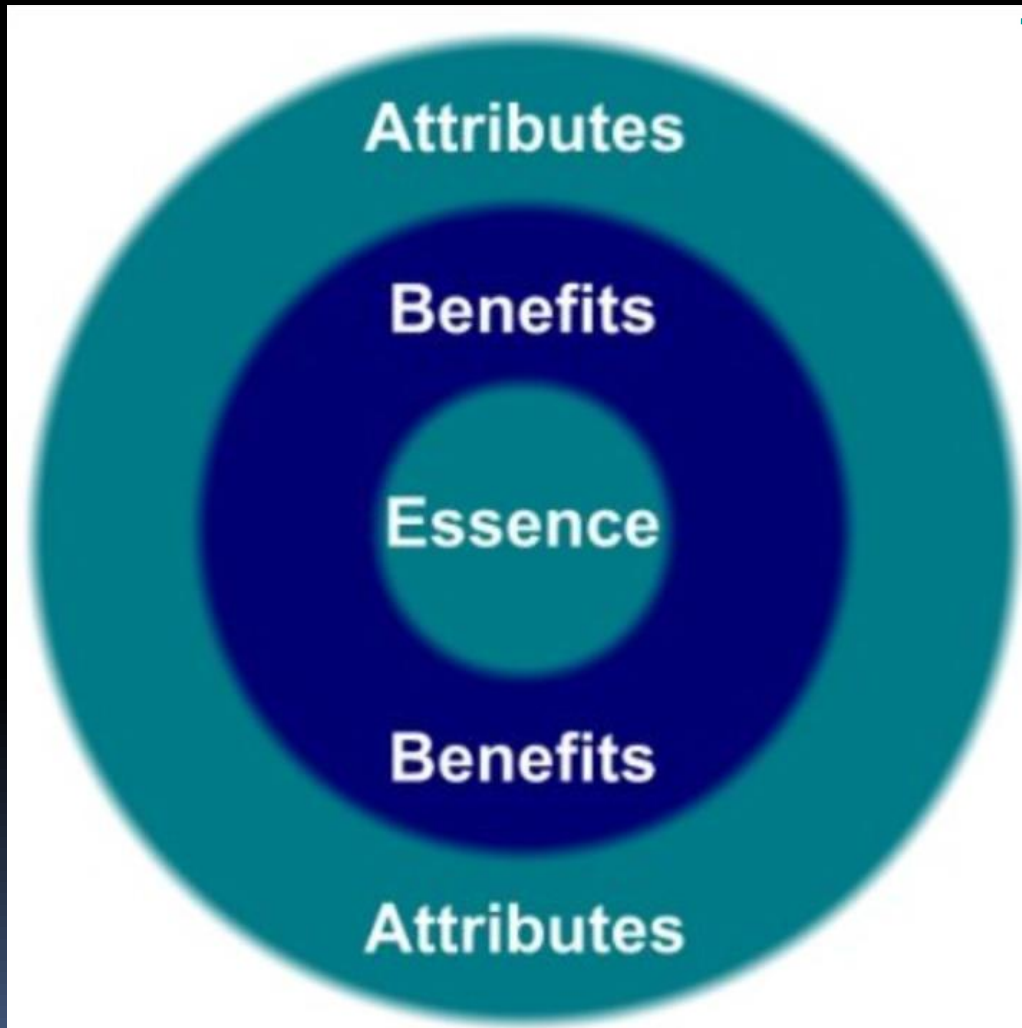
What holds us back?

- Lack of self belief?
- Feels exploitative?
- Reticence around self-promotion?
- Fear of failure and rejection?
- Self reliance and independence?
- Something only extroverts do?
- Anything else?

Personal Brand



Elements of a brand



a combination of
tangible and
intangible,
rational and
emotional
appeals

My Personal Brand

The Look

stylish, expensive, professional, modern, casual, traditional, understated, chic, trendy, powerful, elegant, business-like, successful

The Sound

articulate, reserved, educated, serious, knowledgeable, confident, mature, powerful, supportive, compelling, bold, erudite, thoughtful, informal

The Feel

energetic, assertive, easy-going, mild-mannered, dynamic, natural, outgoing, decisive, ethical, resilient, task-focused, supportive, innovative, determined, authentic, driven, optimistic

Marketing your abilities

- **Functional abilities:** your ability to produce results. They are the job skills and competencies that employers require. These can be acquired through education, training and experience. You should always demonstrate your strengths, as they are invisible to others if they remain hidden.
- **Social abilities:** communication, empathy, sense of humour, rapport and listening. These are the skills that allow you to relate well to others and make others want to relate to you. These are just as valuable as functional abilities.

Things to explore?

- Your strengths – eg CliftonStrengths
- Your beliefs
- Your values
- Your career anchors – eg Edgar Schein
- Your goals
- Your passions
- Your development areas

Follow-up Tasks

- CV profile statement?
- Elevator pitch?
- Visual e.g. vision board?
- SMART objectives?
- LinkedIn profile etc?
- SOAR examples – Situation, Obstacles, Actions, Results
- Define your personal brand?

Networking – Rapport

Rapport is a close and harmonious relationship in which people understand each other's feelings or ideas and communicate well.

Body language

- Open and relaxed? Confidence, status, receptivity to other
- Congruency
- Matching and mirroring – interest and approval
- Orientation
- Proxemics
- Focus and connection
- When listening

An example of Reading the signs...



Source: Skills
Converged

Interpretation

The woman in the middle:

- **1,2. Foot pointing towards the man on the right.** She is pointing towards the man on the right but has tilted her torso along with her head to look at the man on the left.
- **3. Using a barrier.** She is holding the pad as a barrier with both hands and the barrier is facing the man on the left.

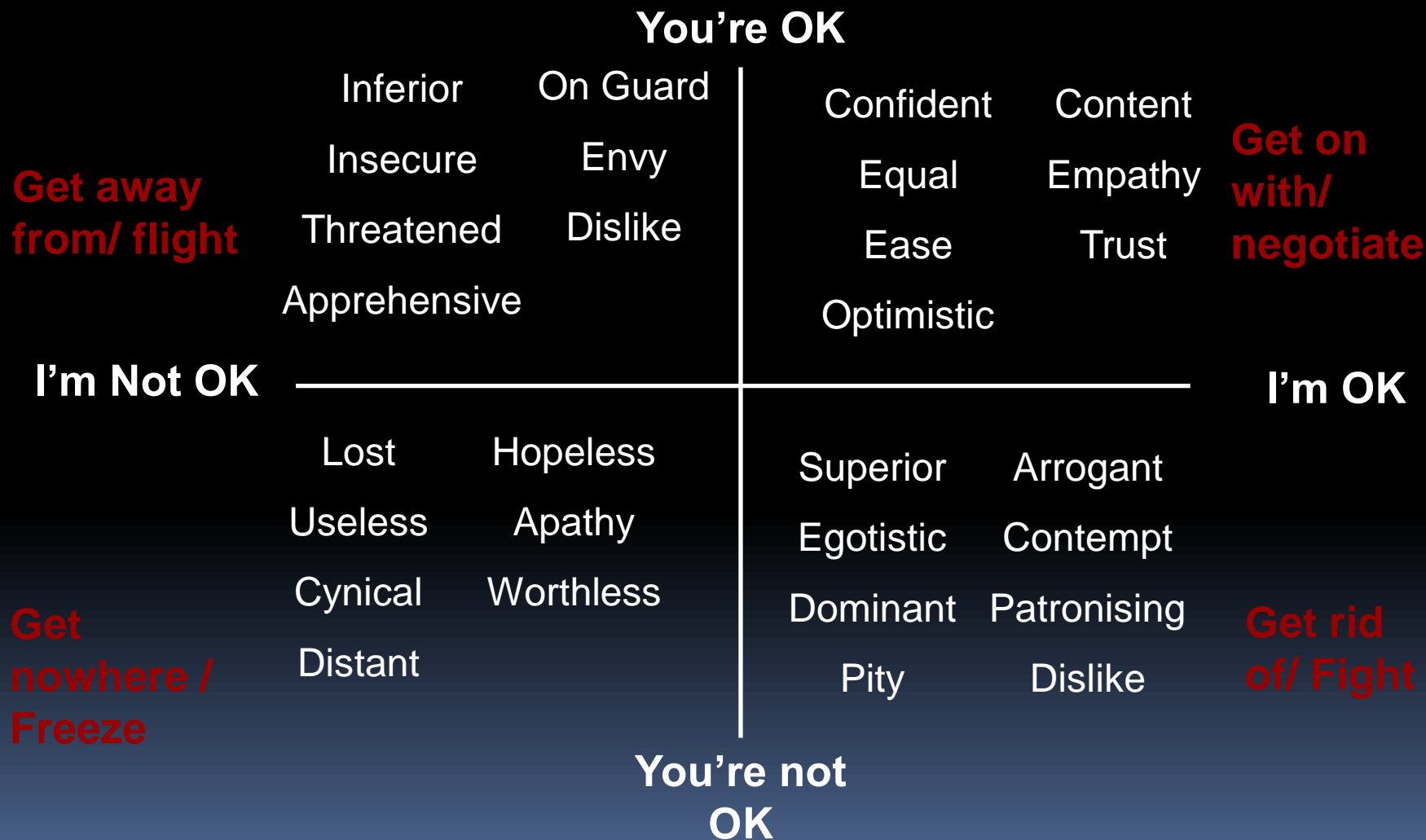
The man on the left:

- **4. Foot pointing towards the man on the right.** As the conversation is unfolding, the man on the left is focused entirely on the man on the right.
- **5. Hand in pocket.** He is hiding his emotions by not gesturing. Sign of possible deception.
- **6. Foot pointing outside of group.** His body is turned away from the centre of the group and his foot also points outwards. This indicates interest to leave the group or finish off the conversation.

The man on the right:

- **7. Foot pointing outwards.** He also wants to leave.

I'm OK – You're OK life positions



Networking categories

**People who
will sing your
praises**

**People who
will challenge
you to grow**

**Ex clients who
speak highly of
you and your
work**

**People who
know how to get
appointments for
you**

**People who
will feed back
on your CV**

**People who
will give you
information**

**People who can
help your
professional
visibility**

**People who want
to help make
things happen
for you**

**A mentor or
career
counsellor**

Networking - Practices

- Don't expect others to teach you what you should research yourself.
- Seek information. Don't be pushy; don't require others to help.
- Be optimistic and upbeat. If you have fun, they'll have fun. If they have fun, they'll like you. If they like you, they're more likely to help you.
- When someone helps, offer something in return: a book, a favour, or a contact.
- When you meet people for the first time, ask for a business card or for the correct spelling of name, title, and address.
- Then send a thank-you note or email the same day you talk or meet.
- Always give more than you get.

Visibility

- **Self-promotion:** building awareness so other people know who you are, and realise your skills, values and ambitions.
- **Performance appraisals:** make sure your manager is aware of your transferable skills, achievements and career objectives. Highlight any skills you would like to use that you are not using presently.
- **Career discussion:** work together to reach an agreement on your future with the organisation.
- **Meetings:** get hold of the agenda and do some background research on the issues. You might even offer to chair a meeting, or talk about one of the issues.

Visibility contd.

- **Ask to be included** on the stand at exhibitions and events.
- **Get involved** in induction and training of new staff. Become a 'buddy', coach, or mentor.
- Get involved in **charity work** on behalf of your organisation.
- **Write articles** for in-house newsletters and magazines.
- **Work on building good relationships** with clients/customers. Keep any positive feedback to demonstrate your good work.
- **Leave a job on good terms.** You may need a reference for your next job; positive word of mouth is always valuable.
- **Say positive things** about the organisation, complete any outstanding tasks, work out your notice, and offer to be available after you have left.

Superpowers for networking

- Giving
- Interdependence mindset
- Praise
- Identify 5 most well connected people you know
- Staying in touch
- Being of value to others
- Small talk
- Listening
- Sharing
- Requests
- Thinking big
- Commitment over time

Networking- Tips for making Connections

- Have an outcome in mind – optimise your plan
- Wait for an appropriate moment to introduce yourself
- Ask them questions rather than telling them about yourself
- Find some common ground to talk about
- Practise elevator pitch!
- Utilise social media to expand your network - Get yourself known (Manage your Visibility)
- Join professional organisations
- Analyse your contacts into categories – management system
- Transform virtual contacts into networking meetings
- Reconnect with network

Comfort zones – surely
there's a cheesy quotation
to end on?



Thank you for your participation!

“Good luck”