

Networking – Tips and reminders

We were asked to create a high impact 90-minute networking workshop. This gives you the essential tools and messages.

Personal, operational or strategic (see Herminia Ibarra link on next page)

- Where do people belong in my network and why?
- Have I got the right balance? (quality v. quantity)
- What are the pressing issues on their minds?
- How do these fit with my goals/my organisation's goals?

Diversity

- Am I getting different perspectives or more of the same?
- How do I move beyond my usual groups or types of people?
- Who do I know who can introduce me to this field?

Connection points

- Am I well connected where I want to be?
- How are others connected?
- Find a mutual activity which helps connect you with different people and thinking.

Networking as win/win

- What are the pressing issues on others' minds?
- How can I support them? (Invest before you ask!)
- What do I want to tell them about me?
- Who do I know who can help them?

“Creating meaningful, lasting, mutually beneficial relationships one person at a time”
Devora Zack



Keeping it going:

“And how about you?”

“Yes... and...”

If you get stuck: open body language and say...

“Who have you met so far/ Who do you know here? What did you learn? What did you find most interesting? What are you taking from the session?”

Ask for what you want:

“Who do you know who.....?”

Positive win/win intention:

“What can I offer? How can I help?”

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Successful Networking

Starting a conversation

- Introduce yourself and share something about you that might trigger a conversation
- Have a crisp elevator pitch
- Stay curious – pick up on hooks and ask more about it.

Approach people in a group

- Seek out new faces (find out in advance if you can). Arrive early to make connections
- Address them by name, find a hook
- Smile & eye contact = I'm friendly and approachable.

Converse

- Focus on them – people love to talk about themselves
- List out for shared interests/ passions or challenges
- Be attentive - listen for information that enables you to ask a question
- Link stories - paraphrase to show you listened
- Seek out opportunities to help.

Rejection is OK – not every contact will work out

- No means no – nothing more, nothing less
- Ask again or try someone else.

Close a conversation

- Connect the person to someone else
- Plausible reason to leave (loo or drink)

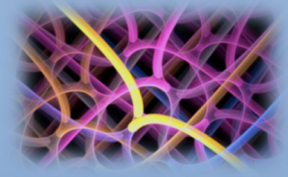
Follow-up

- Jot key details on back of business card. Pick up on a conversation and follow up e.g. chat/ coffee
- Find articles/ information/connection to stay in touch... networking really starts here.

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Feel free to print or forward this resource in its entirety, and please ensure you include the Eye 2 Eye Development logo and authorship when doing so. Thank you!



How leaders create and use Networks; *Herminia Ibarra and Mark Hunter*

Video Susan Cain author of Quiet – Networking for Introverts.
<http://www.thepowerofintroverts.com/2013/11/13/networking-for-introverts-w-susan-cain-and-marie-forleo-video/>

Networking for people who hate networking; *Devora Zack*
<http://www.youtube.com/watch?v=wM6ZBLMLd7s>
<http://www.strategicbusinessnetwork.com/resources/articles/2013/3/21/10-tips-for-people-who-hate-networking-by-devora-zack>

Impact and improv Neil Mullarkey
http://www.youtube.com/watch?v=4DbsR3_I0bc

HBR Blog Tips for making small talk with bigwigs; *John Baldoni*
<http://blogs.hbr.org/2010/03/tips-for-making-small-talk-wit/>

How to talk to anyone – 92 little tricks for big success in relationships *Leil Lowndes*

Heather White:
<http://performancein.com/news/2013/08/21/psychology-networking/>

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