

Tips For: **TURNINGPRO™**

Solutions For Turning Professional

The Power of Networking

Introduction to Networking

- Networking: What is it?
 - It is the sharing of information from one person to another for the purpose of being of value and service.
 - It involves creating opportunities through meeting people, making contacts and building strong relationships.
 - It links people to one another for the mutual benefit of everyone involved
 - Those who are most effective do it in a very quite, yet powerful manner
- Professional network
 - Primarily focused on your career and/or professional development
- Personal network
 - Primarily focused on your personal development and growth, hobbies and/or personal interests

Building and Maintaining Your Network

- Expanding your circle of influence
 - Be respectful of time
 - Invest time in becoming a Source within your network(s)
 - Like investing: Diversify
- Don't be the "Sole Source" of your network
 - Who in your network can you teach something to?
 - Watch out for the "leeches"
 - You can't be the only Source in your network
 - Who in your network can you learn from?
 - What is your "value proposition" to the network
- Networking happens through conversation (not selling)
 - STOP trying to sell me something, let's get to know each other first
 - Be a "student of life"...and be willing to learn
- Listen and take notes
 - Ask brief, "open-ended" questions
 - Shut-up and listen
 - Take notes
 - Everyone is reading "Gone With the Wind"... and ain't nobody listenin'
- Using follow-through to maintain and build your network
 - Timely follow-up
 - Remember the names of the people involved
 - Quoting quotes
 - Leave with "to-do's" and get them done...on time!

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Networking Opportunities

- Networking in your professional life
 - Work
 - Lunches
 - Meetings
 - Customers
 - Suppliers
- Personal life
 - Neighbors
 - Sports Teams
 - Church
 - Your Kids Activities
 - School
- Charity and community
 - Volunteer work
 - Donating to charities

Networking Challenges

- Personality and style differences
- Geographic distance
- Technology
- Networking etiquette

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