

Networking Workshop

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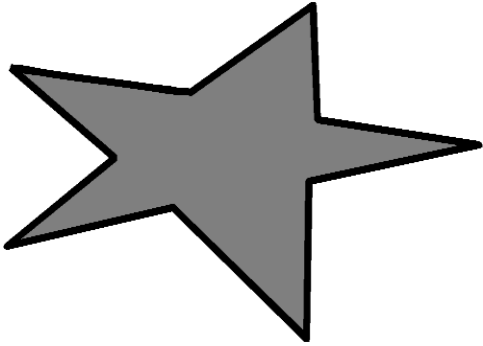
This workshop covers:

- ◆ Importance of networking
- ◆ Fundamentals
- ◆ Strategies
- ◆ Dos and Don'ts

Why Network?

10. Promote yourself
9. Expand area of influences
8. Establish a support group
7. Check out rumors
6. Rally support for idea, cause
5. Locate resources
4. Check out vendors, consultants
3. Check out prospective employers, employees
2. Find clients or job search contacts
- 1. Exchange information or ideas***

Networking Fundamental



It's *give* and *take*

Networking

- ◆ **Step 1: Identify resources**

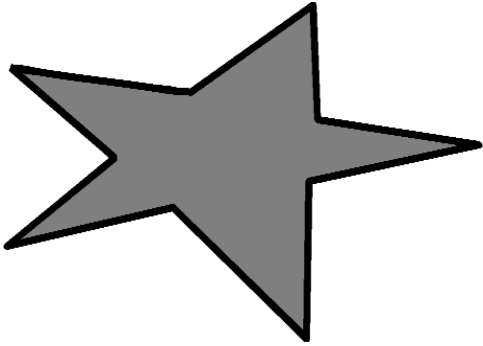
Who is in your network?

- ◆ Personal
- ◆ Professional

- ◆ Close
 - Family, friends, mentor
- ◆ Casual
 - Dentist, customers, vendors, colleagues
- ◆ Unknown



Networking Fundamental



It's *Quality* not *Quantity*

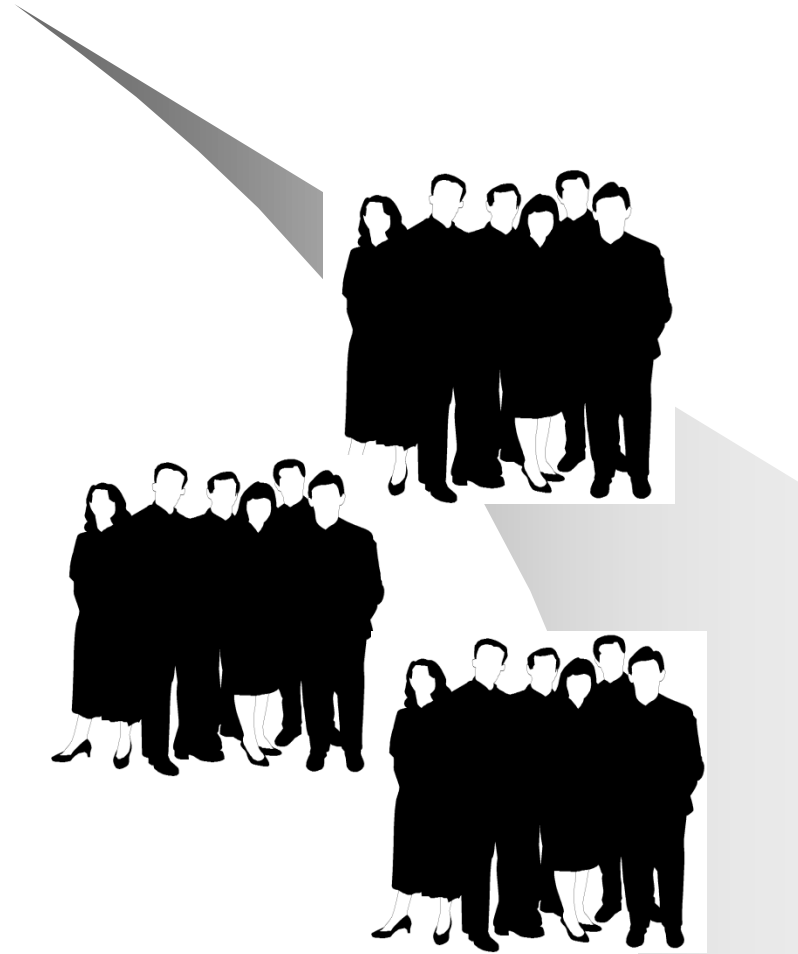
EXERCISE #1

Networking

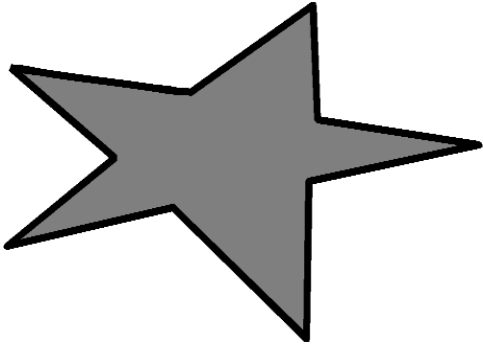
- ◆ Step 1: Identify resources
- ◆ Step 2: **Develop a plan**

Expanding your network

- ◆ Join established network
 - Professional organizations
 - Social organizations
 - Networking groups
- ◆ Participate
 - Write, speak
 - Volunteer
- ◆ Get referrals
 - Gateways to other networks



Networking Fundamental



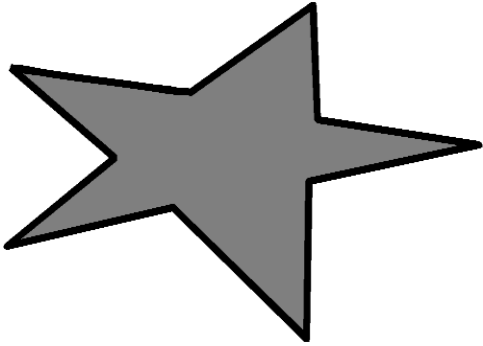
It's not just serendipity

EXERCISE #2

Networking

- ◆ Step 1: Identify resources
- ◆ Step 2: Develop a plan
- ◆ Step 3: **Execute**

Networking Fundamental



Do unto others – *first*

Dos & Don'ts

- ◆ 60-second autobiography
- ◆ No hard sell
- ◆ Do unto others
- ◆ Always carry business cards
- ◆ Follow up on leads
- ◆ Acknowledge your sources
- ◆ Thank your contacts
- ◆ Keep your promises

Networking is an on-going process

- ◆ Organize your contact information
- ◆ Be proactive about sharing information
- ◆ Find reasons to stay in touch
- ◆ Seek out opportunities to make new contacts
- ◆ Periodically reevaluate your goals and resources

EXERCISE #3

When using Social Media, Remember:

Never write an email when you are

- ◆ Tired
- ◆ Hungry
- ◆ Angry
- ◆ Horny