Thank you for joining:

Developing Your Networking Competency:

Keys to Leveraging Your Contacts

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Developing Your Networking Competency:
Keys to Leveraging Your Contacts

Presented by:
Ken Boxer, CCAS BA '80, MPA ‘82
November 21, 2011
12 pm – 1pm EDT
Objectives

- Understand Specific Challenges to Networking
- Gain Appreciation of the 8 Core Competencies of Networking
- Develop Specific Skills to Enhance Your Networking Success
Strategic Partners, Inc. Focus

Strategic Partners, Inc. helps clients:

- Manage organizational change
- Develop and retain a diverse workforce
- Develop leaders of the future

We are a go-to resource for best in class organizational development services via a national network of partner firms and a cadre of senior consultants, coaches and trainers.
Our Partners
Why Is Networking A Challenge?

• The ground rules are unclear
Why Is Networking A Challenge?

- Cultural differences get in the way, so don’t know what’s offensive & what’s appreciated
Why Is Networking A Challenge?

• The belief that some people are born with the “gift of gab,” and some aren’t
Why Is Networking A Challenge?

• Networking is sometimes seen as pushy or manipulative, so it’s better to avoid it.
Surprising Facts About The Role of Networking

• 60% say “I feel shy or uncomfortable . . .”
Poll Question

What is your most significant networking barrier?
Surprising Facts

• When people need help, they choose a congenial colleague over a more capable one (HBR)
More Surprising Facts

- People with vast digital networks were 7% more productive; people with rich F2F networks were 30% more productive. (Alex Pentland, MIT Media Lab)
Poll Question

What are your greatest networking challenges?
The 8 Networking Competencies

<table>
<thead>
<tr>
<th>Capitalize on Style</th>
<th>Take a Strategic Approach</th>
<th>Envision the Ideal Network</th>
<th>Develop Relationships</th>
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<tr>
<td>Appreciating how personality (introversion, extroversion, communication styles, shyness) &amp; mindset (previous learnings, attitudes, misconceptions) affect the ability to build relationships.</td>
<td>Targeting specific organizational &amp; career outcomes (macro) and agenda-building for specific networking events &amp; encounters (micro).</td>
<td>Identifying WorkNet, OrgNet, ProNet, LifeNet contacts &amp; appreciating the benefits, challenges, &amp; leveraging opportunities faced in developing each of them.</td>
<td>Seeing relationship development in 6 stages &amp; managing the trust-building process by teaching character &amp; competence.</td>
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**Be able to:**
- Identify personal style
- Clarify attitudes toward networking
- Re-frame networking as teaching & giving
- Adopt leading-edge beliefs about the critical role of networking in the marketplace

**Be able to:**
- Make informed choices about how to focus attention, time, & money
- Adapt and apply the tools of networking to
- Get on board quickly
- Get the job done
- Get behind organizational initiatives
- Get the business
- Get the most out of meetings & conferences
- Get ahead
- Plan agendas to achieve maximum value from events/encounters

**Be able to:**
- Correctly locate any contact in the appropriate Net
- Map WorkNet & OrgNet contacts
- Use criteria to evaluate relationships & sort them into categories, such as Start/Rev Up, Enrich, & Repair
- Plan structured next-step conversations
- Leverage opportunities from one Net to another

**Be able to:**
- Use criteria to determine the stage of any relationship
- Survey & evaluate options for demonstrating character & competence
- Know how trust is broken & how to re-establish it
- Determine what to teach and learn if you want more of a relationship
- Initiate & manage the 6 follow-through conversations

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The 8 Networking Competencies

5. Increase Social Acumen
   Becoming more comfortable, confident, and professional by mastering relationship rituals.

   Be able to:
   - Make your name memorable
   - Learn names using specific techniques
   - Deal with forgotten names in a way that builds the relationship
   - Know the best times to exchange business cards & how to use them to create a connection
   - Easily join groups of people who are already talking
   - Use specific methods to end conversations with the future in mind
   - Handle awkward moments

6. Showcase Expertise
   Using examples & stories to teach contacts about expertise, experience, talents, & interests.

   Be able to:
   - Answer “What do you do?” in a way that makes expertise visible & memorable
   - Call to mind, identify, & research events & successes that teach organizational, team, or individual capabilities
   - Use guidelines to construct & edit stories that highlight what you want to teach
   - Recognize storytelling opportunities
   - Deliver stories in a way that increases personal & organizational visibility

7. Assess Opportunities
   Choosing optimum networking opportunities & making participation pay off.

   Be able to:
   - Analyze & select networking arenas to reflect your goals
   - Decide if a specific group meets your needs
   - Outline participation & plan how to get the most from time & money spent
   - Decide when to discontinue involvement in a group
   - Create a customized group to generate referrals & find resources
   - Seek out & plan how to take advantage of internal networking opportunities

8. Deliver Value
   Contributing to the organization’s networking culture & capitalizing on networking to affect the bottom line.

   Be able to:
   - Ask questions designed to learn about others & develop relationships
   - Listen generously with a bias toward action
   - Be alert for opportunities to connect your contacts & provide access to resources, talent, opportunities
   - Up the ROI by bringing back business intelligence from conferences & meetings
   - Encourage & support (model and mentor) a networking culture throughout the organization

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Stages of Relationship Building

Accidents

Acquaintances

Associates

Actors

Advocates

Allies
Stages of Relationship Building

- **Accidents** - you bump into randomly.
- **Acquaintances** – you meet once and could find again.
- **Associates** - you have regular contact because you have joined the same group.
- **Actors** - you have been or are in exchange with them and so they can test your character and competence.
- **Advocates** - believe in your character and competence and will recommend you.
- **Allies** - are on your “Board of Directors” going through life with you, have high trust and confidentiality.
The 3 Million Dollar Moments

1. The Name Exchange
2. Answering “What do you do?”
3. Being Ready for: “How are you?” and “What’s new?”
“What do you do?”

• Give one talent or skill
• Tell about a time when you
  • saved the day
  • solved the problem
  • served the client
Poll Question

How have you leveraged your advocates and allies in networking?
Example

“I design surveys and questionnaires.”
(Best)

“I just finished one for soldiers returning from Iraq and we were so amazed to see the response rate goes up by 18% when we let them answer on-line. (Test)
(Survey Methodologist)
Example

“I work with teams that are falling apart.” (Best)

“Last week I led a retreat for a group of 8 who were so relieved to discover that people in 4 generations really can work together!” (Test)

(Human Resources Professional)
Example

“I decide how many camels can come into the US.” (Best)

“I just went to Oman to inspect camels and ostriches and there are 300 on the way.” (Test)

(Veterinarian at the USDA)
Example

“I help people come to agreement.” (Best)

“I just met with 6 people who spoke 3 different languages, and helped them negotiate a 5-year agreement for working together.” (Test)

(Veterinarian at the USDA)
“If you done it - it ain’t braggin’!”

Will Rogers,
American Humorist
“How are you? What’s new?”

**GIVES**
- Info on successes
- How to hire the best new grads
- Managing global teams in 9 different time zones

**GETS**
- A vacation spot in New Mexico
- Job openings in the environmental field for my son, the new grad
- Tips on running employee surveys

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Look for a Reason to Exchange Contacts

+ At the beginning of a conversation
+ When you find a need or a commonality
+ At the end of the conversation
Ask good questions - and listen generously.

“What have you been working on lately?”
Ask good questions - and listen generously.

“How did you first get interested in ___?”
Ask good questions - and listen generously.

“What’s the next step for you?”
Ask good questions - and listen generously.

“What do you like most about _____?”
Ending Conversations

• Give or get a connection
• Refer to Your Agenda
• Invite them to do something with you
• Appreciate the exchanges that took place in the conversation
Next Steps

• Talk with SPI about how to implement Networking Skills Training for your organization

• Order *Make Your Contacts Count* and sign up for the free tips and strategies newsletter at www.ContactsCount.com

• Find a networking role model

• Make networking a way of life, not something else on your to-do list

Thanks for attending!
Wrapping Up: Applying the Key Themes

To build our networking competency, we ALL need to examine the following questions:

- **Start:** What do I want to START doing?
- **Continue:** What do I want to CONTINUE doing?
- **Stop:** What do I want to STOP doing?
Personal Action Plan

What did I learn or confirm from today’s session?

What am I going to do to build my networking competency?
Contact Information

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Questions?