3 Ways to Enhance Your Networking Results

“The richest people in the world look for and build networks. Everyone else looks for work.”

Robert T. Kiyosaki
Businessman and Author

Gene Wilson
Mentor, Advisor, Coach
Mostly Retired Vice President
The Coleman Institute
Challenges in Networking?

➢ On a scale of 1 – 10, rate your love for networking?

➢ What is the single biggest challenge or obstacle you face in transition-related networking?

(In 4 words or less)
Some Personal History & Learning

- Faced Transition Twice
- Not Prepared and Unsure of the Future
- Emotionally Drained
- “Full Speed Adrift”
- Experienced Networking Failures & Some Breakthroughs
- Acquaintances, Allies, Advocates
  - Quality vs Quantity!
- Learnings from Large Networking Group in Chicago
- Introduced to “Accountability Groups” & “Marketing Plans”
What is your perception of this situation?
Stages of Change

Stage 1: Ending, Losing and Letting Go
- Denial, Anger, Frustration, Uncertainty, Etc.

Stage 2: The Neutral Zone
- Low Morale & Productivity, Anxiety, Skepticism

Stage 3: The New Beginning
- Openness to Learning, High Energy, Renewed Commitment, Perspective
As I look back on my life, I realize that every time I thought I was being rejected from something good, I was actually being re-directed to something better.
Optimism its the best
Way to see life
Do Your Transition Tactics Work Together Effectively?
Building Targets & Marketing Plan

Ready, Aim, Fire!
1. Allow others to better assist you with leads, *referrals & connections*

2. *Invest* time to develop a “networking relationship” to benefit you and others

3. Start *asking* and do less telling
Hold back the resume when networking

Utilize “Marketing Plan”

- *Summary that’s not too formal*
  - A format so others can better grasp *your background*
- *What you are looking for*
  - *Identifies specific target* companies or entities where you need a name, connection and/or referral
  - A tangible document which leads to *better follow-up and traction*
- *Less use of “resume” and “looking for a Jxb”*
Beliefs & Mindset

Marketing Plans

Resume
Improving Your Networking Results

Ready, Aim, Fire!
Networking Tips

- Attend networking meetings
  - Look for unique and varied opportunities to network (trade shows, associations, etc.)
- In each meeting, identify a few individuals for follow-up (“the Irv technique”)
- Call & invite for coffee or breakfast
- Become more acquainted, ask questions, gather more info, form a “relationship” (Robert @ Starbucks)
- Then, talk to and review your “Marketing Plan”
- Now, your contact can transform into more referrals and valuable connections!
- And, you could be “paying it forward”, too!
- “Informational interviews”? 

How To Network and Event

- Set realistic goals
- Look your best (lineup) & take plenty of business cards
- Take a friend, but don’t spend much time with them (Consider going with a co-pilot)
- Be early – Scan the registration & name badge table
- Hang around the refreshments, food, etc. (but, don’t go hungry!)
- Sit with people you do not know
- Talk to the “Wallflowers”
- Look for “three’s” and be careful with the “two’s”
Introducing Yourself

“It’s Not All About You” or “Me First”
Don’t treat people as conduits to their more important friends.

Being human and real will typically win out over being witty, sparkling and talkative

Network slowly and effectively... “no spit fire of 30 second elevator speech”
Don’t use the “three letter word that starts with a J”

Relationship networking will yield more fruit
Ask questions – be a great listener

*Handout with suggested questions*
Follow-up Techniques

- Thank you responses!
  - Written (organizer, helpful volunteers, etc.)

- Great to meet you yesterday!
  - Follow-up email...include link to LinkedIn profile
  - Send an article of interest
  - Make introductions to your network
  - Invite to one of your networking events
  - Invite for coffee, lunch, etc.
  - Attach your marketing plan (maybe...timing is always important)

- Keep your resume to yourself until it is requested
Beliefs & Mindset

Marketing Plans

resume

Networking

Accountability Groups
ACCOUNTABILITY

You will only hold yourself accountable for the goals that others know about.

Tell someone what you are up to!

(My 5 PM call-in)
Challenges in Networking

Survey Results?

How to Love Networking!
The biggest enemy to performing at a level 10 is the belief that doing something at a level 5 will be OK.

You Gotta Wanna!
RVA Career Expo

Accountability Group Prep/Action Planning

Expo Liaison Volunteers
- Calling/Inviting companies to participate
- Develop & further relationships (Value Added)
- Staffing the event

Research and preparation

Have a game plan (A’s, B’s, C’s)

Appearance (first impressions count!)

Go early

Follow-up
Thank You

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“If you could kick the person in the pants responsible for most of your trouble, you wouldn't sit for a month.” — Theodore Roosevelt