

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”



**Marketing
Plans**

**Beliefs
&
Mindset**

Networking

**Accountability
Groups**

Resume



What is your perception of this situation?

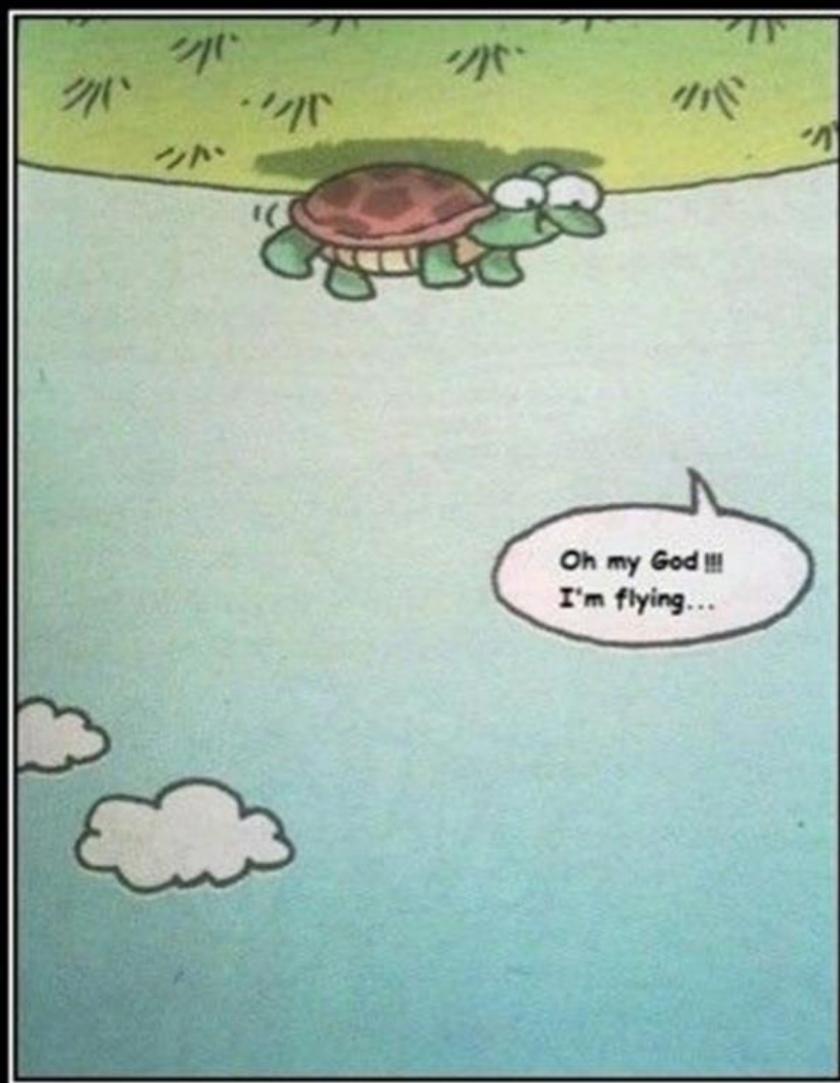


Stages of Change

- **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

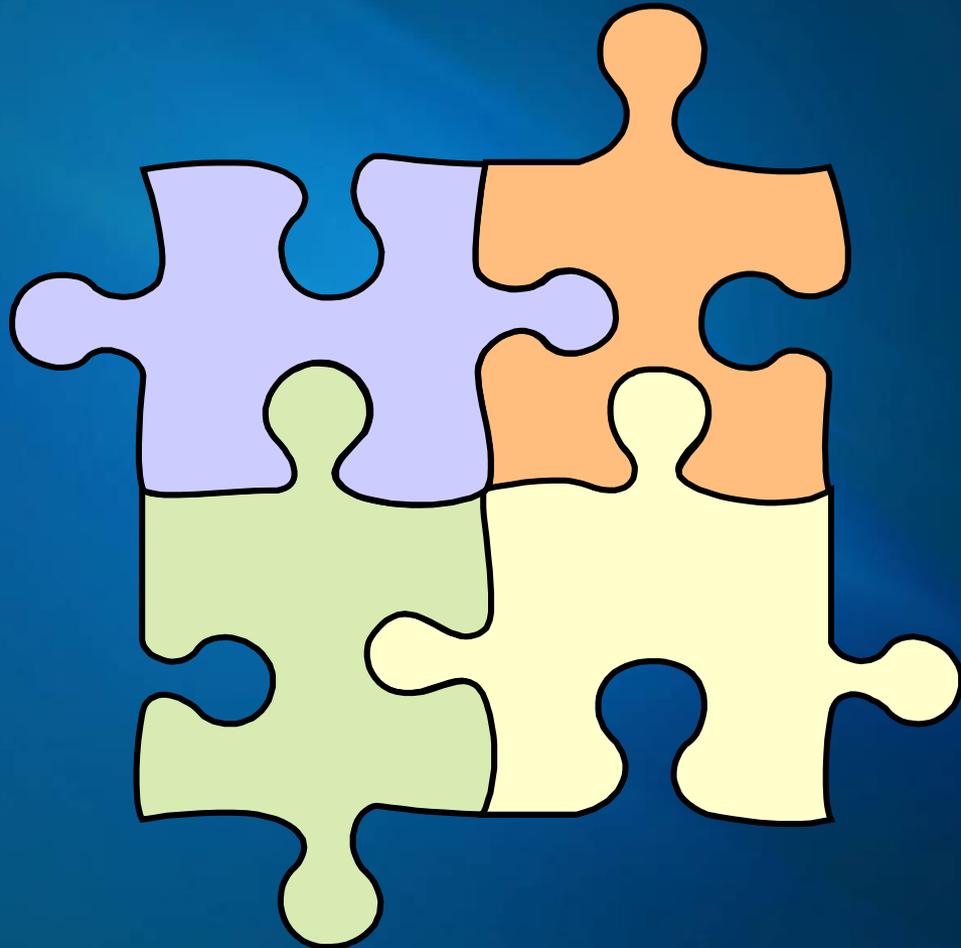


AS I LOOK BACK
ON MY LIFE, I REALIZE
THAT EVERY TIME I
THOUGHT I WAS BEING
REJECTED
FROM SOMETHING GOOD,
I WAS ACTUALLY
BEING RE-DIRECTED
TO SOMETHING BETTER.



Optimism its the best
Way to see life

Do Your Transition Tactics Work Together Effectively?





Building Targets & Marketing Plan



Ready, Aim, Fire!

Improve Your Results

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

HOW?

- 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 job”*





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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



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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

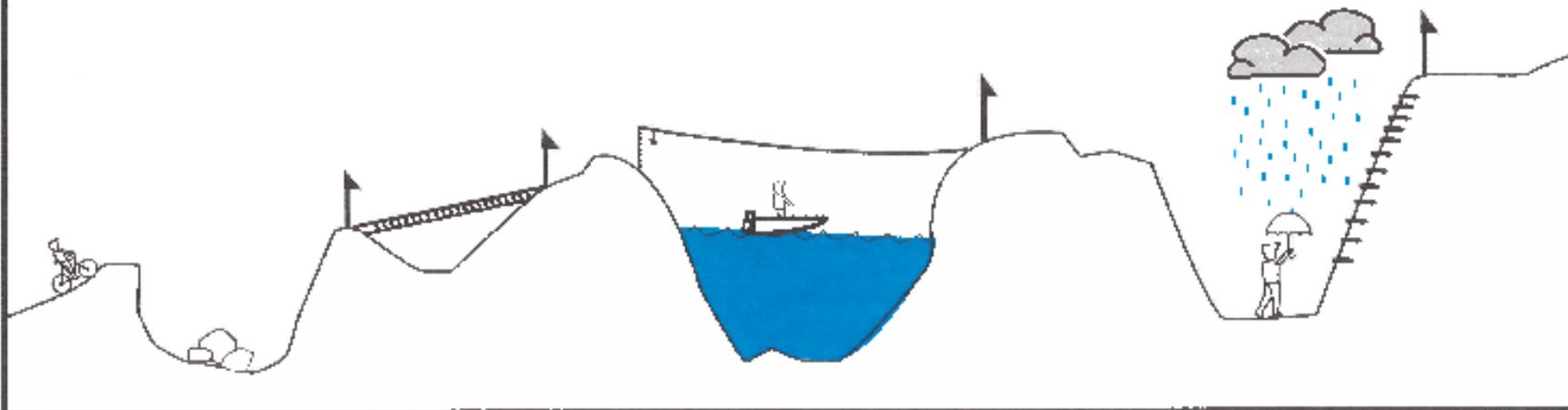
- Accountability Group Prep/Action Planning
- Expo Liaison Volunteers
 - Calling/Inviting companies to participate
 - Develop & further relationships (Value Added)
 - Staffing the event
- Research and preparation
- Have a game plan (A's, B's, C's)
- Appearance (first impressions count!)
- Go early
- Follow-up



Your plan



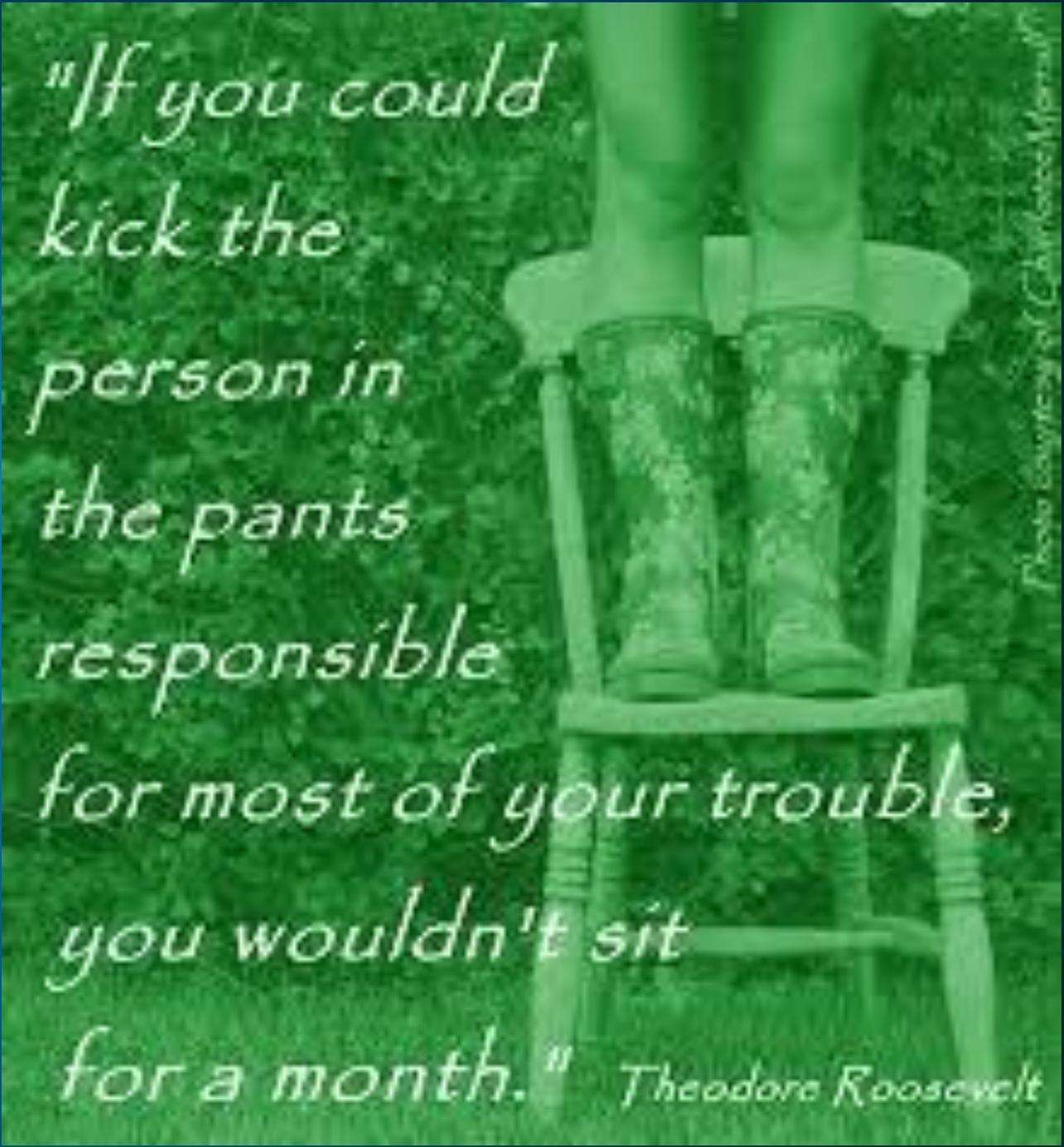
Reality



Thank You

Gene Wilson

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A photograph of a person's legs in jeans and boots sitting on a wooden chair, overlaid with a green tint and a quote. The quote is written in a white, cursive font. The background is a green-tinted photograph of a person's legs in jeans and boots sitting on a wooden chair. The quote is written in a white, cursive font.

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

Photo courtesy of Charlotte Morley