Creating Meaningful Networks

Networking!!!

Does It Really Matter?

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What is Networking?

▶ *Connecting to create mutually beneficial relationships*

It's a crucial skill for anyone wanting to improve interpersonal skills, access new information, and connect with important stakeholders.

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DO We Need To Network?

"Eighty percent of life's satisfaction comes from meaningful relationships," Brian Tracy

Your Network Is Your Net Worth, Porter Gale

through interactions with others you can discovered your greatest joys and most profound triumphs.

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DO We Need To Network?

Why Networks Matter?

An effective network will help you:

▶ **Access information and resources** that may not be available publicly

▶ **Tap into a wide range of expertise**

▶ **Connect experts** to stimulate collaboration, explore different viewpoints.

▶ **Learn and thrive by engaging with others**

▶ **Exchange support and resources** which enhances a sense of purpose and worth for you and others .

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Why Networks Matter?

Networks provide access to….

▶ Career Development & Opportunities

▶ Information & Recourses

▶ A world of New Careers

Building and sustaining effective networks helps you, your team, your organization, and community succeed.

MISCONCEPTIONS

about
Networking & Networks

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- Only extroverts can be good at networking.

- Relationships come naturally, why put the effort.

- My already strong relations are more than enough and are most valuable.

- It is a waste of time

- It is a self-serving act.

We All Can Network !!

- Like all other skills Networking is a skill that can be learned.

- You can Network while staying authentic to who you are by using your strengths to help you in the networking process.

Networking
Is it worth my time?

- **Networking alone is responsible for filling as many as 85% of all jobs.***(Source: FinancesOnline)*

- **95% of people agree that better business relationships are built through face-to-face meetings.***(Source: FinancesOnline)*

- **80% of professionals believe that you can elevate your career success through professional networking.***(Source: LinkedIn Newsroom)*

- **40% of prospects become customers when in-person meetings take place.** *(Source: Fit Small Business)*

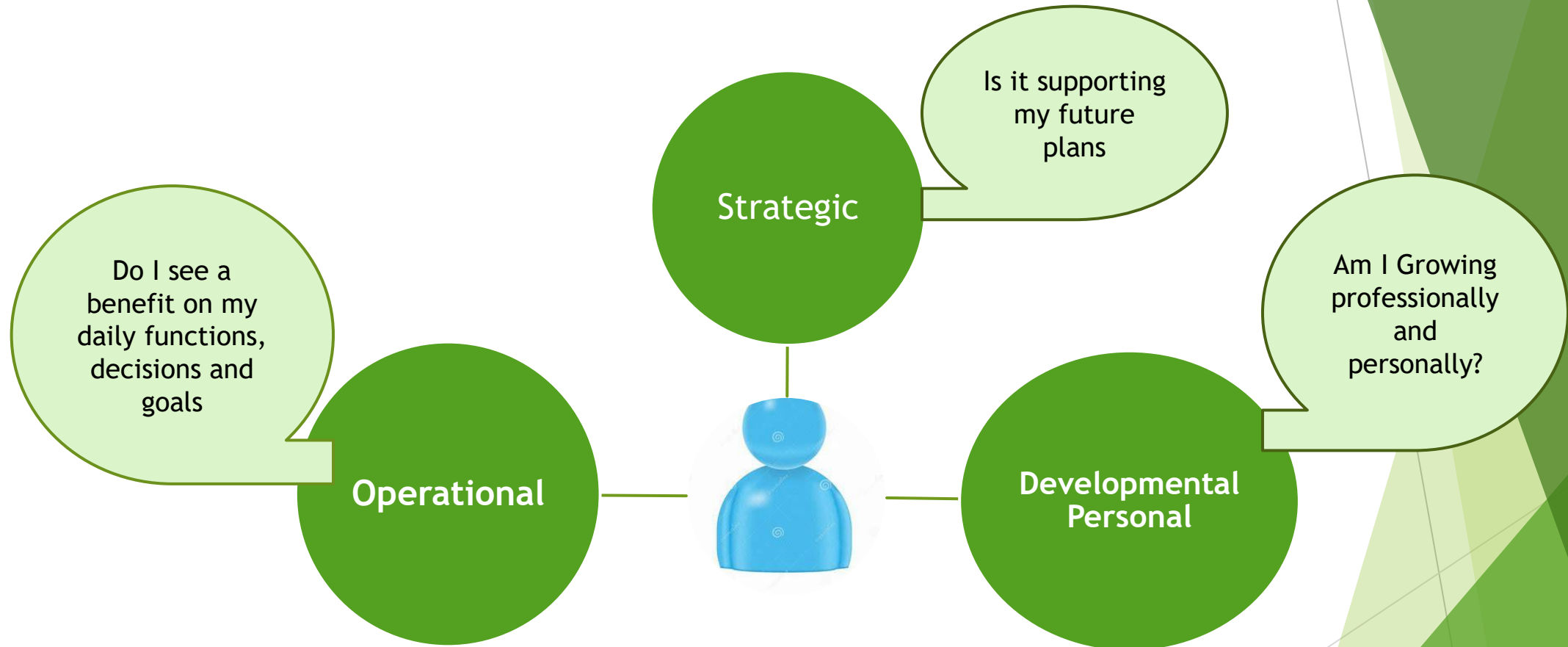# What are the Types of Networks we need?

Types of Networks

▶ Strategic

▶ Operational

▶ Developmental
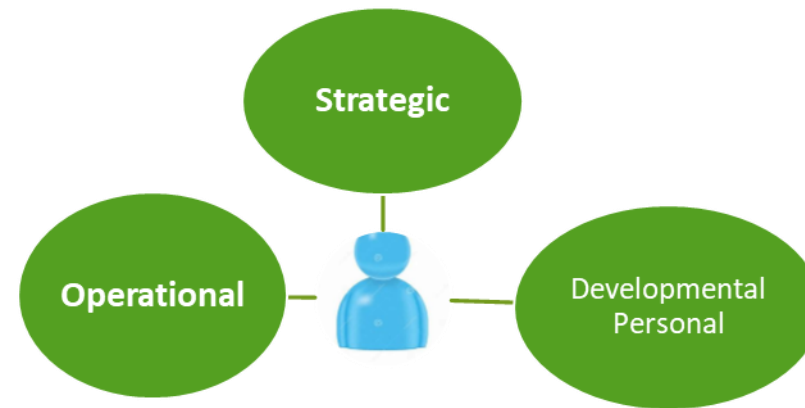
Select the required type of Network

1. I need to know how my organization can succeed in the future while the industry is fast pace changing ......Type of Network (Strategic)

2. I am starting a new project and need access to the to the right people and information to implement this project....Type Of Network? (Operational)

3. I want to strengthened my Presentation skills, and need advice to enlighten me on managing my work and life responsibilities.......Type of Network? (Developmental/Personal)

Study Your Network

Strategic

Is it supporting my future plans

Operational

Do I see a benefit on my daily functions, decisions and goals

Developmental Personal

Am I Growing professionally and personally?

Assess your network's diversity

- Age

- Gender

- Region

- Ethnicity

- Native Language

- Functional Area (Major, Expertise)

How Do I Reach out ?

Try these tactics:

•**Connect with a past colleagues** or friends who work in different fields and whom you haven't spent much time with. Reach out to them and propose getting together.

•**Connect once a week** with someone outside your industry, have a coffee or lunch with them.

•**Ask people at the farthest edges** of your network to recommend people in other industries they think you should meet.

•**Support organizations you love**

•**Attend organizational or social events, conferences, and networking events that you can add to and learn from.**

Online Credibility

Build a credible reputation online. People will start seeking you out.

- **Reputation:** Offer interesting content.

- **Specialization:** Demonstrate deep knowledge of your areas of expertise.

- **Network position:** Position yourself as a bridge between unconnected groups..

How Networking fails

- **No follow up.** If you don't stay in touch with people, within a few months, are going to forget you ever met. You need to build and sustain the relationships.

- **Starting with requests for favors too early in the process.**

- **Offering help too soon.** They don't know what your connections are. They don't know what your skills are. If you really want to be helpful to someone learn about them and what they need and provide a suitable service.

- **Misunderstanding the networking power dynamics.** If you're trying to network with a peer, it's a perfectly fine thing to invite them out for coffee. But if you're networking with someone that is very senior, very powerful, you can't necessarily do that..

- **Networking, with a self serving intention/approach.**

conclusion

Building relationships that benefit our careers isn't about exchanging business cards at work events, Nor is it about the number of followers online, it's about getting to know people we can learn from, and we can giveback to.

Key Take Aways
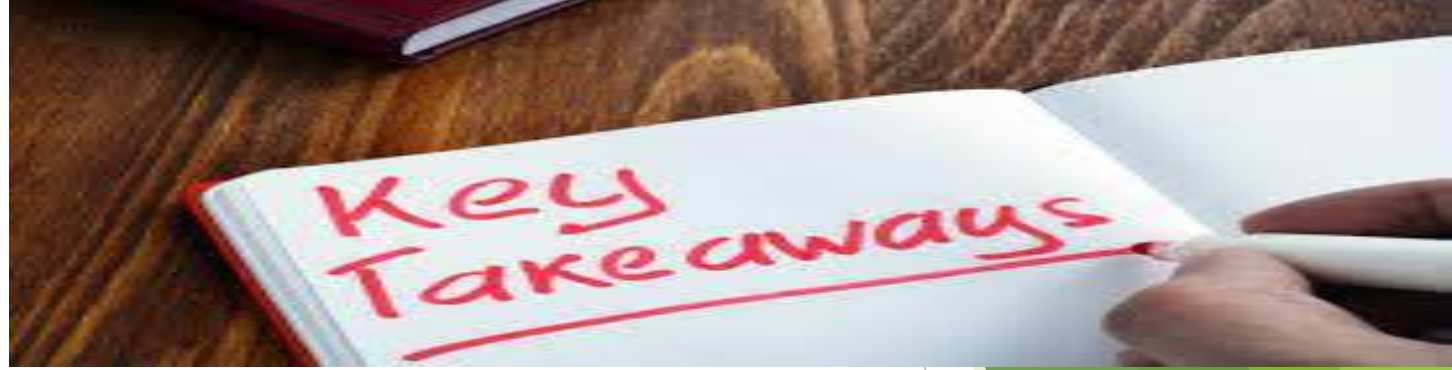
▶ **Networks are about Trust and Reciprocity**

▶ **Networks are essential, in a business a work place, or a community.**

▶ **Networking is a skill that can be learned.**

▶ **Networks are three forms, Strategic, Operational, Developmental/personal.**

▶ **Assess Your Network**

▶ **Reach Out, & Follow-up**

▶ **Strong networks have strong connections, not necessarily big numbers.**

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