



**NETWORKING: Make it  
A Success**

**HUGH KRUZEL**

# “I HATE networking.”

I don't! You shouldn't!  
Is this you? WHY not?





# No secret sauce

There is no magic. Success at anything takes effort... but you can get good at it...with practice!



# From the **Harvard Business Review**

“We hear this all the time from executives, other professionals, and MBA students. They tell us that networking makes them feel uncomfortable and phony—even dirty. Although some people have a natural passion for it—namely, the extroverts who love and thrive on social interaction...”



# Harvard Business Review

“When your networking is driven by shared interests, it will feel more authentic.”

It is within our grasp and ability to change everything. Smile or frown; it's up to you. How you answer the phone will be affected by your tone, spirit, energy, enthusiasm. Be real. Be empathetic. Be you! Or transform to a better you.

Or worse!



“I don’t waste my time on  
Networking Events” HA!

# WHAT?

- Networking is a powerful tool.
- Relationships with others can expose you to opportunities that you might not otherwise have available to you. .. Or for them
- Is essential in business and life
- You can improve lives of others and self
- Can (re)define you.



# DEFINED

net·work

- **1.**an arrangement of intersecting horizontal and vertical lines
- **2.**a group or system of interconnected people or things:"a trade network"
- *synonyms:* [system](#), [complex](#), [web](#)



## SOCIAL MEDIA MARKETING MADNESS





# NETWORKING

- Supportive system of sharing information and or services among individuals & groups having common interest
- an association of individuals having a common interest, formed to provide mutual assistance, helpful information
- Avoid at your peril / Not advertizing!




# WHY?

Now is the time for Audience participation

# Successful Networking Rewards



- 
- When you do need something
  - Solution finding
  - Connect others with “no” benefit to you
  - Connect others with benefit to you
  - Expand reach
  - Improve sales/position/status?
  - Improve self?



# Are you a Networking Novice?

- You are here
- You identified need
- Someone else identified need
- You have not been using tools
- You have read of possibilities
- You wish to effect change



# What Tools are Available?

- Social Media (LinkedIn, Twitter, blogging...)
- Email
- The telephone: including call display
- Face-to-face
- Notes of appreciation (actual mail)
- Some way to retain data (Rolodex, electronic)



# MUST!

- Essential
- Connections
- Success (no matter how you measure)
- Places you in other webs
- Member of community of practice
- Job finding?
- Professional/Personal development





# Harvard Business Review

“... in today’s world, networking is a necessity. A mountain of research shows that professional networks lead to more job and business opportunities, broader and deeper knowledge, improved capacity to innovate...and nurturing professional relationships also improves the quality of work and increases job satisfaction.”

# WHEN?

- Breakfast / Lunch / Dinner
- Over coffee
- At work
- On courses
- In lines
- At meetings
- Always
- When you don't need anything



# WHERE?

- On planes
- On buses
- In lines
- At meetings
- Social activities
- Anywhere!



# HOW?

- Acknowledge
- Make eye contact
- Shake hands
- Active listening
- Check credentials
- Send follow-up
- Feed relationship(s)





# WHO?

- Who should be in your network?
- Should you be in other's ?
- Is your friend list full? Really?
- Find alliances
- Saying YES
- Saying NO
- What will you share?
- And with whom?



**Question!**

**Are you in a constellation  
or do you wish to be the  
centre of solar system?**

Hint: team, community, duty, role, priorities



# Flamboyance or Essentials?

- Clean shirt
- Polished shoes
- Fun wardrobe (distinctive)
- Make a mark or hide. Your choice.
- Be seen or be invisible



# Become a connoisseur

“You can also use nontraditional expertise to build multidimensional connections. Bill Gates and Warren Buffett could certainly have a decent conversation about business. But it’s their expert-level seriousness about the card game bridge that cemented their bond, eventually leading to Buffett’s decision to entrust billions to the Bill & Melinda Gates Foundation.” - HBR





# What is a NEXUS?

nex·us

/'neksəs/

*noun*

- a connection or series of connections linking two or more things
- Hub or bond
- Centre of Network



# Key Reasons to Network

- Find or be a Mentor
- Find the best suppliers
- identify new market opportunities
- learn new ways to do business
- Find your edge / Find inspiration
- Improve your message across platforms
- Boost confidence



# It's all a game... or is it?

- Is it on someone else's dime
- If you run your own business get good
- Get good fast
- Or... FAIL
- Can you build a network overnight? NO



# What are you going to do next?

- Have you met everyone in the room
- Did you exchange business cards
- Have you found connections/links
- Will you say “how nice to have met you”?
- Will you follow up?
- Will you do it again?
- Will you meet for coffee? A glass of wine?

# Do you want “take aways”?

- Tricks? Stop apologizing.
- Stop saying “I’m not good at” remember names (mnemonic devices)
- Basic courtesies (search for positive)
- Answer the phone like you mean it
- Make sure your messages up to date





# Jeffery Shaw

“Many entrepreneurs, particularly creatives aren’t uncomfortable with selling. What if you thought about selling differently so that it didn’t feel like selling at all.”

Now substitute “Networking” in the above statement.

# Advice?

- Don't stop here
- Don't stand still
- Evolve/Improve
- Learn/Adapt
- Socialize



Special thoughts  
on Social Media:  
Goodbye  
FaceBook  
Hello LinkedIn!







What are you doing...? Omigod! You're checking out my LinkedIn profile, aren't you?!



QUESTION 1: Am I wrong to ask... are you on LinkedIn?

2: Since its launch in 2003 how many users have joined?

3: How do you encourage interaction on LinkedIn?

4: Can you find clients or work on LinkedIn?

5: How can you become a LinkedIn “superstar”?



# HOW **NOT** TO DEVELOP AN AWESOME NETWORK ON LINKEDIN





1: Am I wrong to ask... are you on LinkedIn?

If you have not yet... do sign up today and USE

2: Since its launch in 2003 how many users have joined?

More than 530 million

3: How do you encourage interaction on LinkedIn?

Did you watch the Video?

4: Can you find clients - or work - on LinkedIn?

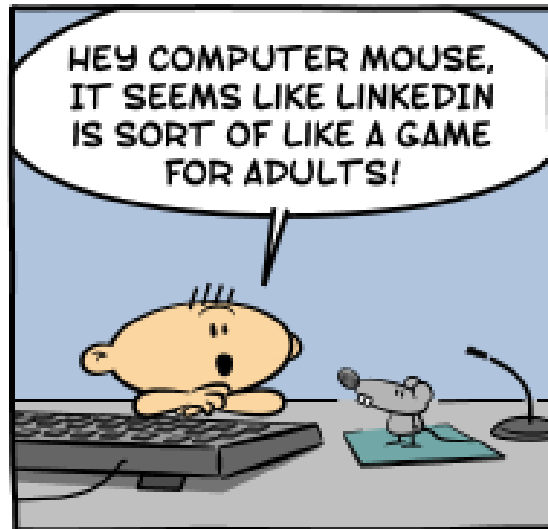
Yes, they will also find you. Yes, work there.

5: How can you become a LinkedIn “superstar”?

Build a great profile and keep current

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