



The Power of Networking

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Networking Basics

- What is networking?
- Why network?
- Who can network?
- Where do you network?
- How do you network?
- Resources



What Is Networking?

- Dictionary.com
- Harvey Mackay
- Mark Fallon



Why Network?

1. "Everyone lives by selling something."
2. Education, training & talent will only take you so far.
3. You don't know who knows who.
4. You don't know who's looking for you.
5. People are interesting – as people.



Who Can Network?

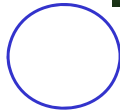
- **Anyone** can network.
- **Absolutely** anyone can network.
- Networking is something that **anyone** and **everyone** can learn.
- Networking is something that anyone and everyone **must learn**.



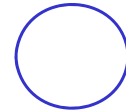
Who Can Network?



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Where Do You Network?

- Work
- Conferences and trade shows
- Training
- Career fairs and job fairs
- Social situations – community events, recreational events, parties
- **Everywhere!**



Professional Associations

- Joining isn't networking – **participation** is networking.
- Communicate often, through multiple channels (mail, email, website, telephone).
- Pair up veterans with new members.
- People like to be **asked**, so ask them!



Online Networking

- Multiple channels – LinkedIn, Twitter, Facebook.
- Groups, topic-specific sites (LinkedIn groups, Blogs, RunnersWorld).
- Joining isn't networking – **participation** is networking.
- Think before you post – the Internet is forever!

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Groups | LinkedIn

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[Private Jet Charter Guide - Get a Free Smart Guide to Private Aviation. Avoid pitfalls of Jet Charter](#)

Your Groups 40 groups [Take a tour](#)

AIM New England Chapter	Clydesdale & Athena V Filly Runners	Digital Mailbox Services - Mail & Postal Cloud Solutions	Digital Printing	Direct Mail Print Production Professionals	Disabled American Veterans
Document Handling and Mail Processing Professionals	Document Imaging & Printing Technology Solutions	DOCUMENT MEDIA Community	EXECUTIVE ATHLETES	Going Postal	Lesington Area Postal Customer Council
Mail, Parcel and Postal Distribution	Mail Geeks	Mail Systems Management Association	Mail Systems Management Association - Ohio Valley Chapter	Mailing Systems Technology	Mailroom Operations Forum
Malden Catholic	Marathon Finisher	MARATHONERS	Minnesota Mailing Professionals	MSMA New England	NAVOBA (National Veteran-Owned Business Association)

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13 Photos and videos

TWEETS 174 PHOTOS/VIDEOS 13 FOLLOWING 102 FOLLOWERS 52 FAVORITES 33 More

Tweets Tweets and replies

- Mark Fallon @MarkMFallon · Aug 3
Sun came out just in time for the hills to make it an excellent 18! connect.garmin.com/activity/55614...
- Mark Fallon @MarkMFallon · Aug 1
New video blog post: "The Letter" hubs.ly/f032LC0 by @MarkMFallon
- Mark Fallon @MarkMFallon · Aug 1
New video blog post: "The Letter" hubs.ly/f032Lk0 by @MarkMFallon
- Mark Fallon @MarkMFallon · Aug 1
New video blog post: "The Letter" hubs.ly/f032K60 by @MarkMFallon
- Mark Fallon @MarkMFallon · Jul 30
New blog post: "Managing Multiple Sites" hubs.ly/f02Ps-0 by @MarkMFallon
- Mark Fallon @MarkMFallon · Jul 30

Who to follow [View all](#)

- Bryan Yeager @...
- DCCC @ddccc
- Jack Studer @...

Trends/Change

- #ScotDecides
- Salmond
- Time Warner
- Baroness Warsi
- Darling
- #Inlyrd
- Social Media
- #DyansSae
- #MirandaHateMail
- Scotland

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Trends in Print and Mail

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Managing Multiple Sites

Posted by [Mark Fallon](#) on Jul 30, 2014 9:43:47 AM

"Congratulations! Since you've done such a good job with the Boston operation, we're now putting you in charge of the New York and New Jersey operations as well."

Despite the positive tone in my boss's voice, I wasn't sure that was good news. Yes, we'd been able to make some positive changes in the Boston mail and distribution center. But could I effectively manage three operations in three different

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How Do You Network?

- Positive Attitude
- Visual Contact
- Seek Common Ground
- Be Interested, Not Interesting
- Be Polite
- Follow-up



How Do You Network?

Practical Exercise



This is great, but I'm still
too much an introvert...

1. Don't go it alone.
2. Practice.
3. Listening is good.
4. This is a survival skill – you have to network!
5. _____



Resources

- ***Dig Your Well Before You're Thirsty***
by Harvey Mackay
- ***The First Five Minutes***
by Norman King
- ***The Networking Survival Guide***
by Diane Darling



Questions?

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