



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?

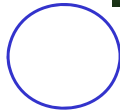
- **Anyone** can network.
- **Absolutely** anyone can network.
- Networking is something that **anyone** and **everyone** can learn.
- Networking is something that anyone and everyone **must learn**.



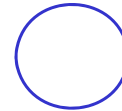
Who Can Network?



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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!**



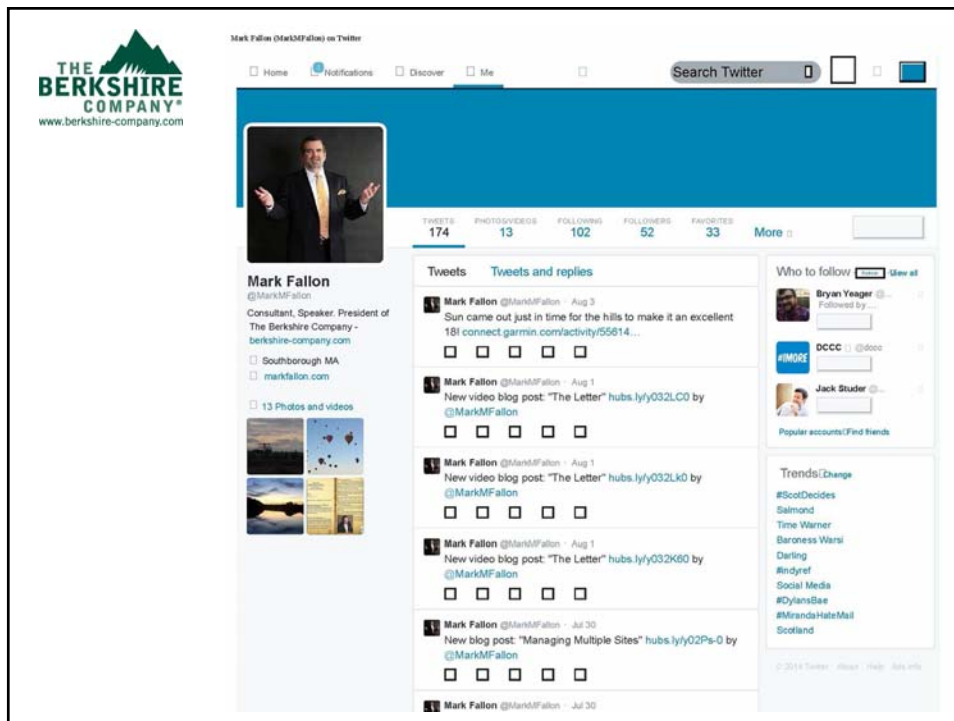
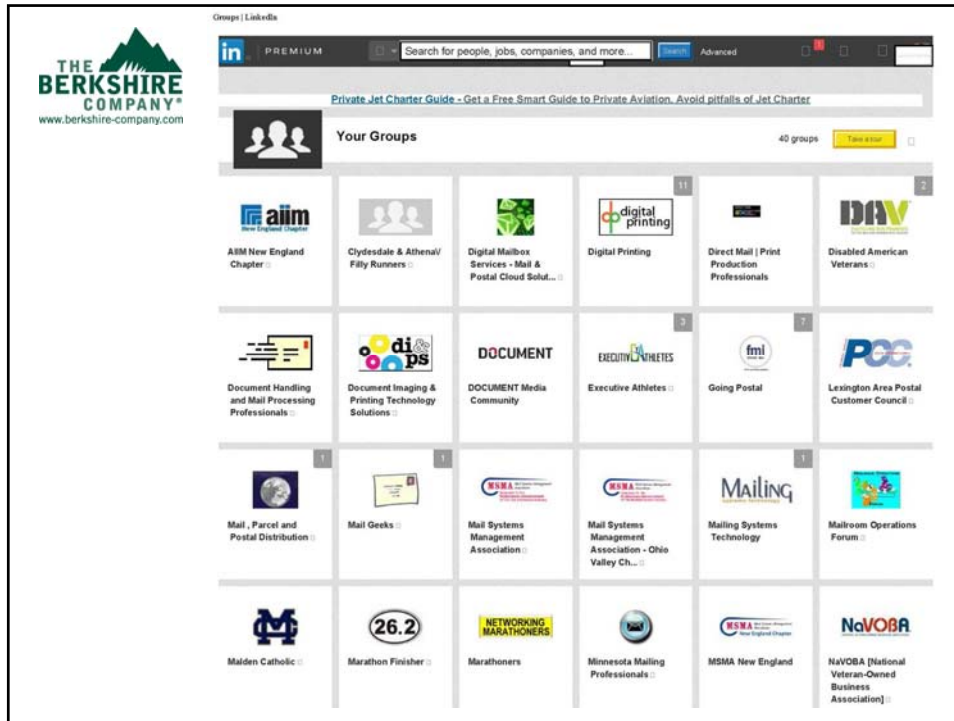
Professional Associations

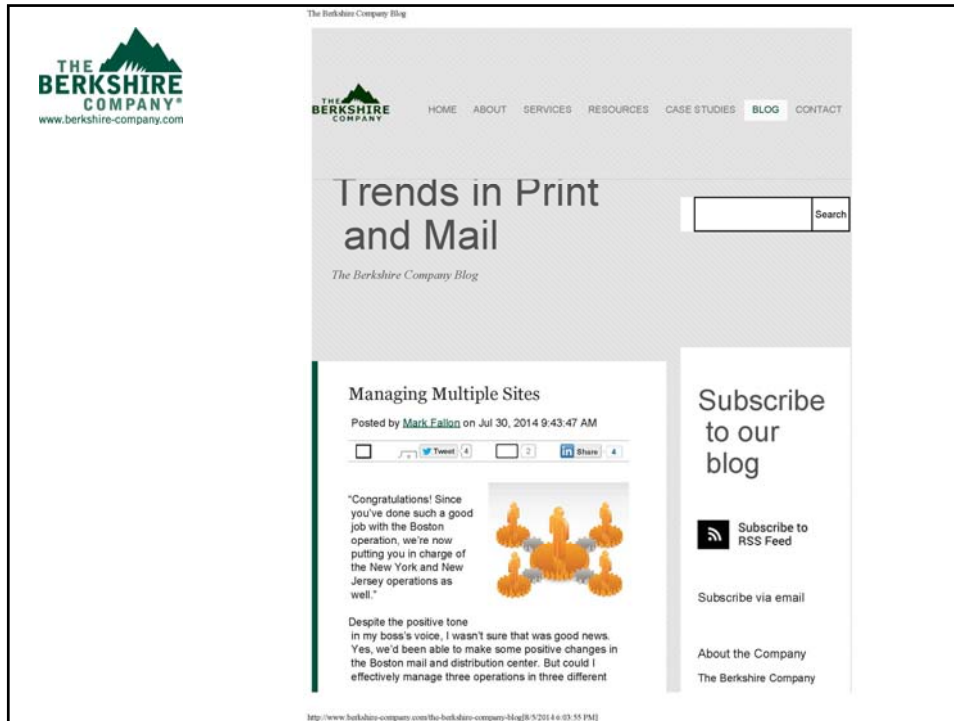
- Joining isn't networking – **participation** is networking.
- Communicate often, through multiple channels (mail, email, website, telephone).
- Pair up veterans with new members.
- People like to be **asked**, so ask them!



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!





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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