



NETWORKING 2019

Presented by
Randy Block
www.randyblock.com

Companies are hiring *Solutions* not people

- Full Time
- Part Time
- Short Term Projects

*The world now spins on relationships and solutions to tactical problems - **revenue and productivity!!***

Train your mind *away* from making full time job search the top priority

Make seeking **OPPORTUNITY** as top priority.

Skills many employers value

- Across the board, *leadership skills* (managing people in second place).
- Organize and combine information from multiple sources (e.g., social networks).
- Solve complex problems and make sound judgments.
- Data analysis and high-level integrated reasoning skills.

Definitions of Networking

- *Webster's* Definition:
“The act or process of informally sharing information and support...”.
- *Lillian Bjorseth “Breakthrough Networking”*
“Networking is an active, dynamic process that links people into mutually beneficial relationships.”

Networking

What It Is:

- Sharing Information
- Helping people
- 24/7
- Offering a solution
- Flexing your talent

What It Is Not:

- Selling
- Looking for a job
- Manipulating People
- Looking weak or needy
- **Transactional**

Step 1. Values



- What you prize
- The basis for decision making
- What you act on
- What you stand for

Values congruence is a critical element of any “chemistry fit” in networking and interviewing

Step 2. Transferable/Motivational skills

- Your unique gift of talents
- You are naturally adept
- Highly motivated from within
- Highly proficient



Step 3. Your Acquired Skills



- Education
- Training
- Experience
- The bad news? They become obsolete from time to time

RELEVANCY

(Without “proof of concept” = 0 value)

Your Branding Statement

- Says what you do
- Makes you unique
- No more using titles
- Can be an “icebreaker”
- Sets the context for “mutual” interest
- The probe for shared values



Your Elevator Speech



- It's a story of an achievement
- **SAR** -- **S**ituation, **A**ction, **R**esults
- Completely supports your brand
- Keep it to 3 minutes or less

You will be memorable

Your Card

- Front:

Your name, phone number, Skype number, email address, Twitter handle, LinkedIn address and your branding statement.

- Back:

Four or five bullets. “services offered”



Who is in *Your* Network?

A's

- ✓ Family, close friends, and those that know you professionally *and* personally.
- ✓ You are *very* current in the relationship.
- ✓ Stakeholders in your success.
- ✓ They will also return your email or phone call in 36 hours or less



Who Is In *Your* Network?

B's

- ✓ Those you have known professionally in the past and worked closely with
- ✓ There has been no contact in the last 12 to 18 months or longer. *They may or may not return your phone call.*

C's

- ✓ These are people that you have met but you have little history
- ✓ There is really no need document. This category serves as a “bucket” to put names in.

Strategic objectives

- Pick one or two industries
- Pick a niche or market segment
- Identify a max of 15 companies
(excellent research tools: LinkedIn and Wikipedia)

Networking futility:

Telling your network you are on the “market” and sending a resume to *anyone* in your network.



Contacting your A's

A to an A is gold

- Hello _____
- Personalize this first paragraph with each “A”
- ... searching for the next great opportunity to help organizations (hiring or not) that I might be able to chat with.. (list targets)
- ... areas but even a great Human Resources or admin person might get me connected
- PS I have attached a one pager

Networking Process

- Strategic relationship building - ***top priority***
- Exchange information
- Their needs - your relevant strengths
- Determine if there is a match based on relevancy
- If yes - full time , part time or short term contract
- If no match - who else should I be talking to?

A sample networking conversation

W I I F M Radio

THEM

“Hello, my name is...and what do you do?”

“What does that mean?”

“Title and Company”



YOU

1. *“Hello, my name is..*
2. *State Your Brand*
3. *Deliver SAR story ...and what do you do?*
4. *Been there long? What does 2019 bring in the way of challenges? etc*

Sample Questions at An Event **

1. "What's your connection to the event?"
2. "Are you working on any charity initiatives?"
3. "How did you come to be in your line of work?"
4. "What do you know about the speaker today?"
5. "What is your interest in this topic?"

**Some questions from Alison Graham's book *From Business Cards to Business Relationships: Personal Branding and Profitable Networking Made Easy, 2nd Edition,*

At networking events Dale Carnegie recommends

1. Smile - people like it more than a scowl
2. Ask A Question - Get clarification on a topic
3. Listen - Most people like to talk about themselves
4. Business Cards - A must have at events
5. Say The Person's Name - people like to hear their own name spoken

A Word About Social Media

- **LinkedIn** Be sure your LinkedIn Profile is up to date, relevant and brand oriented. Fully participate in discussion groups that reflect your brand and focus.
- **Facebook** Used more for individual contributor positions and developing personal relationships
- **Twitter** This is your *VP of Sales* to promote you as an SME. Follow your target companies *and people* in those companies

Networking is a Way of Life

- Its basis is a strong foundation of relationships.
- Used 24/7 by job seekers *and* those employed
- People by their nature want to help and contribute.
- You care about people and have the courage to walk up to them and let them know it!
- Become the hunted - move away from being the hunter

Final Words

- *You have enemies? Good. That means that you stood up for something some time in your life* (Winston Churchill)
- *Nothing in life is to be feared. It's only to be understood* (Marie Curie)
- *Be curious; not judgmental* (Walt Whitman)